



MEDIA ALERT

Persistent Systems reinvents bank customer service - demonstrates 1st proactive, prescriptive banking actbot

When: DEMO Session 8 - 3:30 PM - Tuesday, September 24, 2019

Where: FinovateFall 2019, Marriott Marquis, New York City

Details: In a preview of the company's soon to be announced Persistent Digital Bank Solution™, [Persistent Systems](#) will demo the industry's first proactive customer service actbot at FinovateFall 2019. Unlike existing traditional solutions that simply respond to user queries, Persistent's actbot initiates conversations proactively based on a deep understanding of customer behavior and transaction data. This addresses inquiries without transferring customers to the customer service center – one of the most frequent sources of frustration for customers.

Persistent Digital Bank Solution™ is designed to bring out a new dimension to Customer 360 understanding with dramatically improved customer service.

Using advanced AI and machine learning, the actbot immediately draws on a customer's transaction history and accounts to address inquiries into areas such as loans, extended credit and new accounts, with prescriptive next steps. This is a major step beyond typical banking chatbots that have limited scope for offering solutions and frequently leave callers frustrated.

The Persistent Digital Bank Solution™ actbot pulls from various internal as well as third-party sources for additional data and arrives at actionable insights, correlations and next steps.

[Link to more details](#)

About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; serving software product companies and enterprises with software at the core of their digital transformation.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit [FLCS](#)

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