

Seylan Bank Launches Seylan Messenger Bot



Seylan Bank introduced the latest Seylan Messenger Bot, a chat bot that responds

to customer queries on Facebook. It will provide real-time responses to basic banking and finance queries.

The Bank empowered its customers who frequently used WhatsApp and Facebook to use chat bot to interact and engage with the Bank.

“As banking and finance institutions, we need to accommodate new technology and social media that will improve our customer engagement. As a growing number of services shift to the digital sphere, customers seek a bank that evolves according to their changing preferences. By branching out to a platform used daily by customers, we enable ease of access and convenience for our customers,” commented Kapila Ariyaratne, Director/CEO.

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“We receive over 100 inquiries daily on our digitally assisted customer service channels. The Seylan Messenger Bot will minimize the response lag between queries while freeing our customer support personnel to take on more complex queries. Through the latest Seylan Messenger Bot, customers can obtain basic banking information in an instant. Now for instance, if a customer asks how to open a current account, the Messenger Bot will guide the customer to the relevant page or section. The customer will have the information within seconds without the hassle of having to call the contact centre or searching online,” explained Tilan Wijeyesekera, Deputy General Manager, Marketing and Personal Banking.

Having previously launched social media based customer support channels, introducing digital services to the country’s banking sector, the Bank believes, will strengthen its customer relationships and its brand equity. WhatsApp and Facebook messenger are used commonly by Seylan Bank customers; the introduction of the Chat Bot will enable nearly 1 billion active users globally to interact and engage with the Bank.

“Our teams are geared to connect, respond and engage in a timely manner through these channels to provide instant responses to Seylan customers, every day, 365

days of the year" added Tilan Wijeyesekera.

