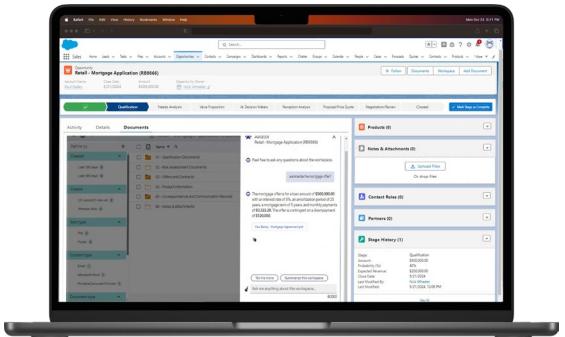


# Top 5 reasons digital banking operations need AI-powered customer information



The operations group in the bank faces immense pressure to balance operational efficiency with stringent regulatory compliance, all while ensuring top-tier customer satisfaction.

By integrating CRM data into enterprise content management, banks can connect all customer touchpoints and deliver a 360-degree customer view to employees so they can act knowledgeably and quickly to serve customers. An added layer of banking automation and generative AI (GenAI) content management means access to information is faster and more reliable, giving employees more time to focus on consistent and trusted customer service.

Here are 5 reasons to reimagine your banking operations with AI-powered customer information management:

- 1 Increased worker productivity:** Banking automation and an intelligent content assistant simplify banking operations and boost productivity by reducing manual tasks and wasted time searching for key information.
- 2 Improved process quality:** AI-powered banking automation can also eliminate employee errors (keying errors, compliance issues), which can come at a high cost to the bank, especially common errors made by multiple users.
- 3 Fewer process barriers:** Operational excellence starts with operational efficiency. Bridging information silos and bringing all structured and unstructured data into a centralized view from across systems reduces application switching and information searching.
- 4 Simplified recordkeeping and reporting:** Simplify and automate corporate and divisional reporting, including the compilation of financial, compliance, and performance data. Paired with enterprise-ready content management, reliable reporting and strong governance ensures that operations can continue to flow while records are secured.
- 5 Consistent and reliable customer service:** Having all customer data in a 360-degree view ensures employees have all the relevant knowledge at their fingertips and are ready to serve customers, providing consistent and trustworthy experiences that boost customer retention.

**“One of the many ways OpenText helps us meet our compliance standards is through email monitoring, ensuring that a full, auditable record of communications is captured and recorded.”**

**Markos Dolopikos**  
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