

## Press Release

### **Bank Rakyat Indonesia was awarded The Best Automated Advisory Initiative, Application or Programme and The Best Frictionless Customer Relationship Management for 2018 at The Asian Banker Indonesia Country Awards 2018**

- **Bank Rakyat Indonesia launched its new chatbot, SABRINA, which is integrated with social media platforms to improve customer engagement**
- **The bank leveraged on emerging technologies and partnerships to provide customised services that enhance the customer's experience**
- **The bank's chatbot, SABRINA, improves the bank's service capabilities and reduces cost**

**Jakarta, August 30<sup>th</sup> 2018 - Bank Rakyat Indonesia received The Best Automated Advisory Initiative, Application or Programme and The Best Frictionless Customer Relationship Management awards for 2018 at The Asian Banker Indonesia Country Awards 2018.** The award ceremony was held in conjunction with the prestigious The Future of Finance, Indonesia 2018, the annual meeting for decision-makers in the financial services industry in the country, held at The Ritz Carlton, Mega Kuningan, Jakarta on August 30<sup>th</sup>, 2018.

### **Bank Rakyat Indonesia launched its new chatbot, SABRINA, which is integrated with social media platforms to improve customer engagement**

Bank Rakyat Indonesia (BRI) launched its new chatbot in Indonesia called the Smart BRI New Assistant (SABRINA). The initiative was to improve customer engagement and provide banking services, which includes allowing customers to find nearby BRI locations and handle complaints. BRI customers are able to interact with Sabrina through various social media platforms, including Facebook Messenger and Telegram. The application is expected to integrate with other social media platforms in the future.

### **The bank leveraged on emerging technologies and partnerships to provide customised services that enhance the customer experience**

BRI utilises natural language processing for the conversational customer service provided by SABRINA. The artificial intelligence behind SABRINA was developed through a local startup, kata.ai. The bank partnered with several third parties including travel sites and ride-sharing applications such as Tokopedia, Traveloka, Grab, and Go-Jek to enhance the platform.

### **The bank's chatbot, SABRINA, improves the bank's service capabilities and allows for cost-cutting**

SABRINA targets customer pain points, providing instant access for customers to the bank's services, an improvement from the five to ten minute waiting period for human customer service phone operators. Furthermore, this eliminates the need for customers to call, which is perceived to be expensive. As such, the chatbot currently handles around 30% of enquiries, and is able to address repetitive requests such as electricity bill payments and lost card reports. This leads to an 8% reduction in operating costs on the customer service side of the bank.

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