## AI BASED DISCOURSE FOR BANKING INDUSTRY

**Literature Survey**

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## ABSTRACT:

The usage of artiﬁcial intelligence in banking is an important theme within entrepreneurial research. The purpose of the study was to analyze the motivations, challenges and opportunitnties for Swedish banking institutes to implement artiﬁcial intelligence based solutions into their customer survice process. The research is based on a case study of the Swedish banking institute Swedbank AB, who introduced an AI based virtual assistant (Nina) to deal with customer requests.

For the qualitative study, interviews with Swedish banking customer and experts were conducted. Further, to understand the managerial motivations of Swedbank, a theory of Moore (2008) regarding innovation management was applied.

The display that Nina improved the service spectrum of Swedbank with the potential of decreasing costs, while maintaining customer satisfaction. Further, the results displayed a high acceptance of new technologies from the customer perspective.

Banking institutes and other service oriented organizations with high customer interaction can use the implications of the thesis when considering to more effectively handle customer requests.

## DECLARATIONS:

**interest** On behalf of all authors, the corresponding author states that there is no interest.

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