

ARTIFICIAL INTELLIGENCE DEVELOPEMENT

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 analyse the motivations, challenges and opportunitunties for Swedish banking institutes to implement artificial intelligence based solutions into their customer survive 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 findings display that Nina improved the service spectrum of Swedbank with the potential of decreasing costs, while maintaining customer satiafaction. Further, the results displayed a high acceptance of new technologies from the customer perspective.

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

DECLARATIONS:

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

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