

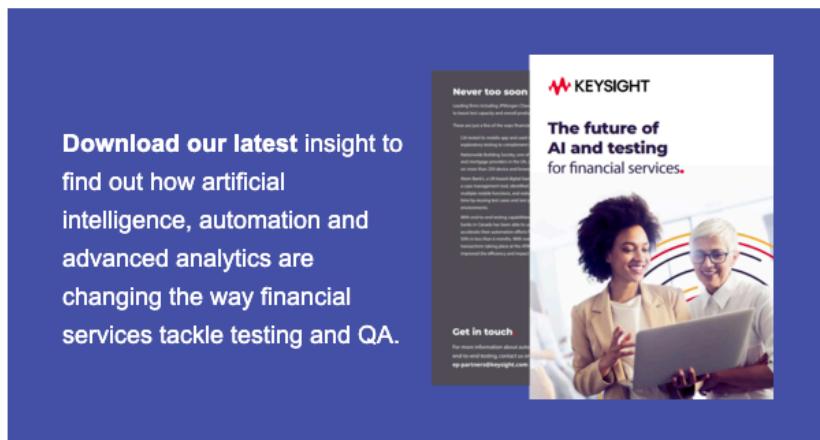
AI and automation are the future

[Download insight](#)



Dear [%ContactToken__field=First_Name%],

As you know, digital transformation has impacted all aspects of financial services, from the back-office to customer interactions. Customer expectations revolve around seamless, real-time, integrated, and personalized experiences.



Download our latest insight to find out how artificial intelligence, automation and advanced analytics are changing the way financial services tackle testing and QA.

Never too soon
Leading firms including平安银行,花旗集团, and摩根大通正在利用人工智能和机器学习来简化客户交互、提高效率、降低风险。他们正在通过分析客户行为、预测趋势、优化产品设计以及通过机器学习自动执行交易来实现这些目标。

AI正在为零售、企业和政府服务提供新的机会。它正在帮助银行改善风险管理、降低运营成本并提高客户满意度。通过使用AI和机器学习，银行可以更快地处理交易、减少欺诈并提高客户忠诚度。

With evolving regulations and increasing competition, it's more important than ever for financial services companies to embrace AI and automation to stay ahead of the curve and maintain a competitive edge.

Get in touch
For more information about our solutions and services, contact us or visit our website at [partnerkeysight.com](#).

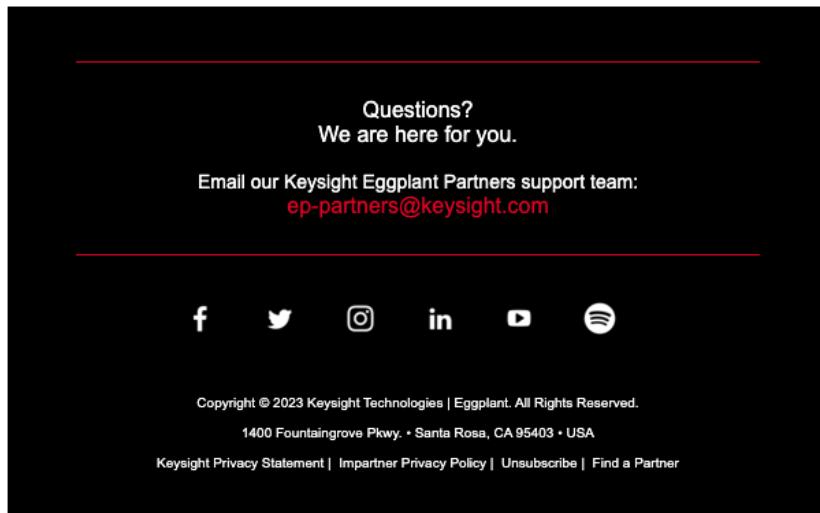
KEYSIGHT
The future of AI and testing for financial services.



Kind Regards,

Keysight Eggplant Partners Team

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Questions?
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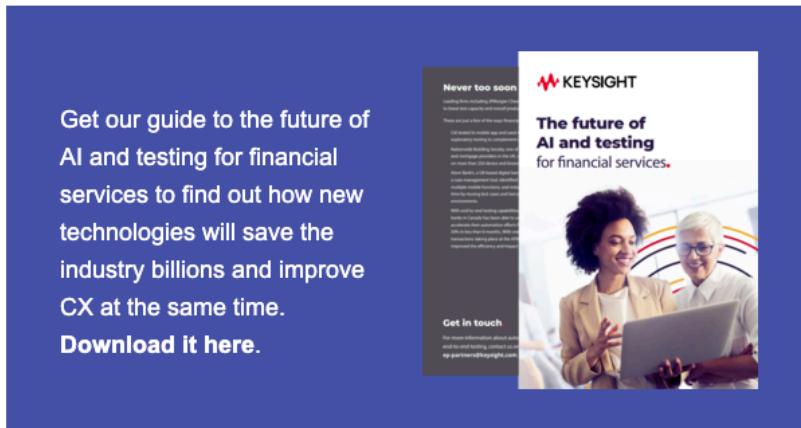
Testing for the rise of the **digital consumer**

[Find out more](#)



Dear [%ContactToken__field=First_Name%],

In a highly competitive sector, customer experience has to be seamless across digital and physical platforms. More sophisticated testing could be the difference between success and failure, as frustrated customers won't hesitate to shift their money and loyalty to your competitors.



Get our guide to the future of AI and testing for financial services to find out how new technologies will save the industry billions and improve CX at the same time.

[Download it here.](#)



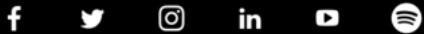
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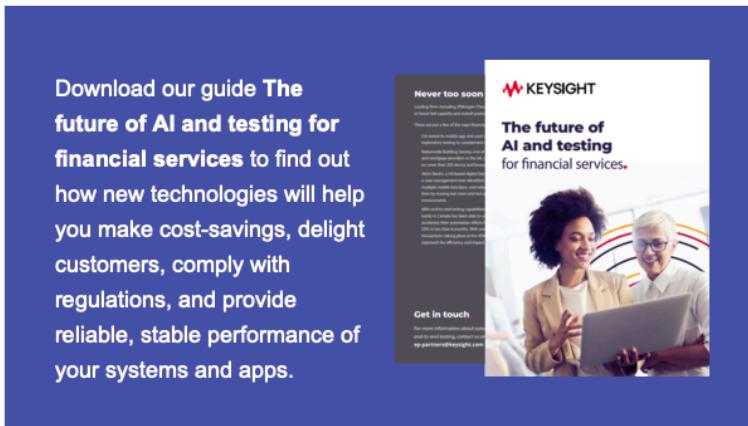
What's in store with AI and digital twins?

Get insight



Dear [%ContactToken__field=First_Name%],

The rise of the digital consumer, advanced cyberattacks and increased fintech competition are disrupting financial institutions. A robust and sophisticated QA regime with intelligent, automated, continuous testing is one way to fight back.



Download our guide **The future of AI and testing for financial services** to find out how new technologies will help you make cost-savings, delight customers, comply with regulations, and provide reliable, stable performance of your systems and apps.

Never too soon
Leading firms including Affirm, Capital One, and Santander are already using AI and machine learning to transform their operations. This report highlights how to get started with AI and machine learning in financial services.

Get in touch
For more information about our services or to speak with a member of our team, please contact us at ep-partners@keysight.com.

KEYSIGHT
The future of AI and testing for financial services.



Get in touch if you would like to learn more.

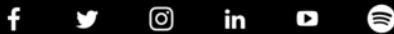
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Your guide to AI and the future of testing

Download now



Dear [%ContactToken__field=First_Name%],

Through intelligent testing and monitoring, we can help you ensure consistently great digital experiences in your customer-facing systems – so your customers will be more likely to stick with you.

Click to read our guide, in which we explore why AI-powered automated testing is an area where long-term vision could reap considerable cost savings down the line.

Never too soon
Automated testing is a key part of the software development process. It's never too early to start. In fact, it's better to start earlier than later.
From an early stage, automated testing can help you identify and fix bugs before they become major problems. This can save time and money in the long run.
There are many benefits to using automated testing, including:
• Increased efficiency: Automated testing can perform repetitive tasks much faster than humans, allowing you to test more quickly and efficiently.
• Improved quality: Automated testing can catch errors and bugs that might be missed by manual testing, resulting in higher-quality software.
• Consistency: Automated testing ensures that tests are performed consistently across different environments and platforms, reducing the risk of errors.
• Scalability: Automated testing can handle large volumes of tests without becoming slower or less efficient.
• Cost-effectiveness: While initial setup costs may be higher, automated testing can save money over time by catching bugs earlier and reducing the need for manual testing.

Get in touch.
For more information about automated end-to-end testing, get in touch and we can recommend a solution that fits your needs.

KEYSIGHT
The future of AI and testing for financial services.

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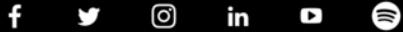
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Thank you for submitting the form to download our asset. We appreciate your interest in our product and hope you find it helpful.

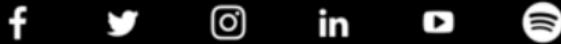
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Revolutionize your software testing with Keysight Eggplant's cutting-edge technology and expert support.

Testing the Financial Services Landscape with Keysight Eggplant:



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Thank You !

Dear [%ContactToken__field=First_Name%],
Your form submission has been received.

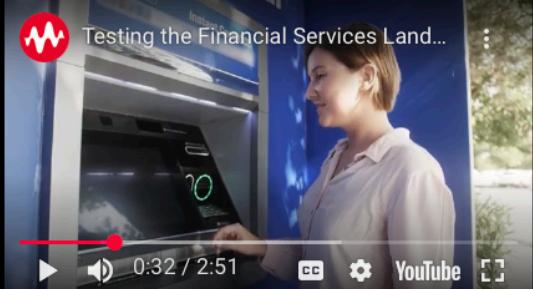
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Campaign Closed X

Dear [%ContactToken__field=First_Name%],
We're sorry, but this campaign is now closed.
Please let us know if you have any questions.

Sincerely,
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