Press Release

Auriga enables banks to customise their offer and increase customer retention by adopting AI technology

The company launches WWS Artificial Intelligence module to support banks in potentiating data, automating internal processes, reducing errors, and speeding up results

London, 15 October 2019 - Auriga, a leading supplier of technological solutions for the omnichannel banking and payments industries, and one of Europe's original fintech success stories, has announced the launch of its new WWS AI module. An integral component of the omnichannel banking software suite, WinWebServer (WWS), WWS AI can be integrated with legacy solutions to enable banks to maximise on the existing data available to potentiate them and create an enhanced customer experience; as well as speed up strategic business decisions, and improve investments.

In our digital age, the financial services sector needs to reconcile two main needs - namely maintaining a highly competitive rate even for those outside popular geographical areas and cater to consumers who require ever simpler, yet effective, frictionless services with an ever-greater degree of customisation. The software uses time series analysis and advanced machine learning algorithms to enable banks to exploit data on transactions and flow movements to forecast cash withdrawal and deposit trends, patterns within branches and vaults, as well as recycling trends.
Auriga's latest WWS AI module uses algorithms that optimise cash flow in each of the bank's branches, cashpoints, and vaults so that cash is available when it's truly needed – factoring in peak periods, holidays, different banking channels, thresholds and limits. As well as provides banks with the churn rate of each customer and their satisfaction levels, which are predicted using Bayesian algorithms and logistic regression.

Niccolò Garzelli, Senior Vice President of Sales, Auriga, said: *"Auriga's latest technology allows interactions with all the bank's touch points and cash points to produce valuable data sets on potential and current customers, which can be used to collect more detailed information on their satisfaction, behaviour, and concerns – thus enabling banks to create more bespoke customer journeys. WWS AI therefore systematically helps with the collection, analysis, and classification of data and in turn provides additional insights that can be fed into the systems involved with digital signage, file management at the counter, and booking confirmations.*

There are so many different ways in which banks can leverage AI technologies – financial services can seamlessly integrate these new tools with the organisation's existing workflow and technological structure."

The WWS AI module, integrated with the proprietary systems, makes it possible for banks to ensure an even more customised approach to the user experience that does not neglect the human touch, preserves investments from instant integration with omnichannel technology, benefits from a digital transformation, and boosts brand confidence.

About Auriga

Auriga is a leading supplier of software and technological solutions for the banking and payments industries, and a specialist provider of innovative omnichannel solutions to banks and other financial institutions. Its solutions, deployed on over 70% of Italian ATMs, are founded on modern architecture and improve time to market for new services while lowering costs and building long-term competitive advantage. Auriga is a global company, with a dedicated presence in Eastern and Western Europe and expanding operations in the UK.

More information about the module is available on Auriga's website: https://www.aurigaspa.com/en/banking/needs/artificial-intelligence-banking/

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