

Enhancing Banking Chatbot Experience through Hybrid Conversational-Generative AI Approaches

Anish Shrimali

Senior Manager, Union Learning Academy- Digital Transformation, Union Bank of India, Mumbai, India

Abstract: *In today's digital age, chatbots have become an integral part of the banking industry, offering customers quick and efficient assistance. However, to meet the growing demands of customers and provide a seamless user experience, banking chatbots are evolving beyond rule-based systems. Traditional rule-based chatbots often fall short in handling complex queries and delivering personalized responses. This research proposal outlines a study aimed at enhancing the banking chatbot experience through the hybrid conversational-generative AI approaches.*

The primary focus of this research is to combine the strengths of conversational AI, which excels in understanding and generating natural language responses, with generative AI, capable of generating creative and context-aware responses. By merging these two AI paradigms, banking chatbots can provide more human-like interactions, understand complex queries, and offer personalized responses.

Keywords: chatbots, conversational AI, natural language, generative AI, hybrid AI

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