

BANK OF MALDIVES INTRODUCES NEW DIGITAL BANKING ASSISTANT AS IT CONTINUES INVESTMENT TO ENHANCE CUSTOMER EXPERIENCE

As part of its commitment to enhance customer experience, Bank of Maldives has today introduced its Artificial Intelligence (AI) powered digital banking assistant, “Aaya”.

“Aaya” is an intelligent chatbot available 24-hours through the Bank’s website, Facebook Messenger, Viber and Whatsapp. With its ability to respond in both Dhivehi and English, Aaya will be able to provide answers to customer queries in real time, and transfer to a customer service agent whenever required.

BML’s CEO and Managing Director Karl Stumke commented “Customers want to engage with brands like ours using the channel of their choice. The platform powering ‘Aaya’ uses generative AI and the latest in Natural Language Processing (NLP) to allow for smart conversations across multiple channels. For our customers, this means faster response and resolution times, ultimately leading to increased customer satisfaction.”

As the leading financial institution in the Maldives, Bank of Maldives has continued to invest heavily in enhancing customer experience, differentiating itself by providing digital, self-service functions that allow customers to manage day-to-day banking online.

Today, customers have a wide array of digital offerings from the Bank, from instant bank account opening to online loans and financing, self-service management of debit and credit cards international money transfer and TT services. As a result of the improved services at the Bank’s Contact Centre, it now provides interactive call menus with options to receive information via SMS in English or Dhivehi, request for call back while on queue and priority calling for urgent services.

Karl continued “With digitalization as a priority for the Bank, we are committed to delivering fast, relevant, and easy digital experiences to customers. We are already seeing the results of our investment with service levels improving almost 40% in 2022 compared to the previous year and average waiting time for our services reducing by more than half. We have a long way to go however and we will continue to partner with innovative partners to introduce additional technology backed solutions to make a real impact for our customers.”

Bank of Maldives currently serves over 325,000 customers with the nationwide network of 38 branches across all 20 atolls, 87 Self Service Banking Centres, 143 ATMs, over 200 agents and a full suite of Digital Banking services, the Bank is committed to supporting individuals, businesses and communities across Maldives.

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