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RESEARCH ARTICLE

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TRANSFORMING CUSTOMER BANKING EXPERIENCES: AI-DRIVEN RPA FOR CUSTOMIZED SERVICE DELIVERY

Venkata Manoj Tatikonda*¹, Kamala Venigandla² and Navya Vemuri³

¹Masters in Computer Science, Silicon Valley University, California, USA; ²Masters in Computer Applications, Osmania University, Georgia, USA; ³Masters in Computer Science, Pace University, New York, USA

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*Corresponding author: Venkata Manoj Tatikonda,

ABSTRACT

In the contemporary digital age, financial institutions are persistently seeking novel methodologies to enhance consumer experiences and optimize service provision procedures. This research paper investigates the profound impact that Robotic Process Automation (RPA) and Artificial Intelligence (AI) could have on the financial industry, focusing on the deliverance of customized services. Through the utilization of RPA powered by AI, financial institutions have the ability to customize their services, streamline processes, and improve overall consumer contentment. This manuscript explores the advantages, obstacles, implementation tactics, and case studies that demonstrate effective AI-powered RPA deployments within the banking sector. Upon conducting an extensive examination, it becomes indisputable that RPA powered by AI possesses immense potential in revolutionizing the banking experience for customers.

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INTRODUCTION

Banking is enduring a significant transformation in the digital age as a result of technological advances and shifting consumer preferences. In light of increased competition and the rise of digital-native generations, banks are obliged to innovate and provide customized services in order to satisfy the ever-changing demands of their clientele[1]. In the given context, the convergence of Robotic Process Automation (RPA) and Artificial Intelligence (AI) offers institutions unparalleled prospects to fundamentally transform the provision of services. This study examines the potential of AI-powered robotic process automation (RPA) to personalize banking service provision, consequently augmenting the overall satisfaction of customers [2].

Understanding RPA AI-driven: The integration of Robotic Process Automation (RPA) with Artificial Intelligence (AI) signifies a notable progression in the realm of banking operations [3]. This integration amalgamates the rule-based automation functionalities of Robotic Process Automation (RPA) with the cognitive capacities of Artificial Intelligence (AI), leading to improved operational efficiency and accuracy. Financial institutions may enhance their automation capabilities and use data-driven insights to provide customized services that respond to the distinct interests and behaviors of individual consumers by combining RPA and AI technology.

Importance of Artificial Intelligence in the Banking Sector: The banking industry is undergoing a swift and significant shift propelled by the progress made in artificial intelligence (AI) technology. Artificial intelligence (AI), which includes machine learning, natural language processing (NLP), and predictive analytics, is significantly transforming several facets of banking operations, ranging from customer care to risk management [4]. Machine learning, a branch of artificial intelligence, empowers computers to acquire knowledge from data and enhance their performance gradually without the need for explicit programming. Machine learning algorithms find extensive use in the banking sector, including many applications like as credit scoring, fraud detection, and client segmentation. The aforementioned algorithms use historical data analysis techniques to detect trends and provide forecasts, so facilitating banks in making choices that are both more precise and timelier [5]. NLP enables computers to comprehend and analyses human language. Within the banking industry, Natural Language Processing (NLP) is used to create chatbots and virtual assistants capable of engaging with consumers using natural language. These systems are designed to respond to inquiries, provide support, and facilitate transactions. Natural Language Processing (NLP) systems have the capability to analyses textual data from many sources, including customer communications, social media, and news articles, in order to extract important insights and perform sentiment analysis. Predictive analytics uses artificial intelligence systems to examine extensive information and predict

forthcoming patterns and results. Predictive analytics is used in the banking sector for several purposes, including but not limited to customer attrition prediction, cross-selling advice, and risk modelling. Through proactive identification of possible risks and opportunities, banks may enhance their decision-making process and minimize potential losses [5].

Advancements in RPA Technology in the Banking Sector: The banking sector has been significantly transformed by the introduction of Robotic Process Automation (RPA), which has revolutionized conventional operations and workflows. RPA, or Robotic Process Automation, utilizes software robots or "bots" to automate monotonous and rule-governed operations, therefore allowing human workers to dedicate their efforts to more strategic and value-enhancing endeavors. RPA is used in banking operations to optimize various procedures, such as account initiation, loan handling, and compliance documentation. Through the automation of these processes, financial institutions have the potential to achieve substantial reductions in processing times, mistakes, and overall operational efficiency.

Merging AI and RPA: The amalgamation of Artificial Intelligence (AI) with Robotic Process Automation (RPA) signifies a substantial advancement in the realm of banking operations. Banks may enhance their efficiency, accuracy, and creativity by integrating the cognitive capabilities of AI with the rule-based automation of RPA [6]. AI-driven Robotic Process Automation (RPA) systems use machine learning, natural language processing (NLP), and several other artificial intelligence (AI) technologies to augment the capabilities of automation. Banks are able to automate increasingly complicated and cognitive processes by using these systems, which possess the capability to analyse unstructured data, make educated judgements, and adapt to changing situations [7]. An important advantage of AI-driven RPA is its enhanced capacity to efficiently manage exceptions and edge circumstances. Conventional RPA systems have limitations in terms of automating operations based on rules and have difficulties in managing jobs that need human judgement or interpretation. AI-driven RPA systems, on the other hand, have the ability to acquire knowledge from past encounters and enhance their performance gradually, allowing them to manage a broader spectrum of activities with increased precision and effectiveness. One further benefit of AI-driven Robotic Process Automation (RPA) is in its capacity to provide practical insights derived from data [8]. Through the examination of large quantities of organized and unstructured data, artificial intelligence systems have the capability to detect patterns, trends, and anomalies that may elude human analysts. Utilizing these observations may enhance the process of making decisions, streamline operations, and stimulate creativity in company [9]. The amalgamation of artificial intelligence (AI) and robotic process automation (RPA) is facilitating banks in the automation of intricate activities, enhancement of operational efficiency, and provision of superior consumer experiences. The increasing advancement of AI technology is anticipated to result in a greater prevalence of its integration with Robotic Process Automation (RPA), hence fostering more innovation and change within the banking sector [10].

Difficulties and Factors: Deploying AI-powered Robotic Process Automation (RPA) in the banking sector entails many challenges and considerations:

Protection of Data Privacy and Security: The consideration and resolution of problems pertaining to data privacy, security, and regulatory compliance are of utmost importance for banks throughout the implementation of AI-driven RPA systems. In order to maintain trust and adhere to data protection rules such as GDPR and CCPA, it is essential to give utmost importance to the confidentiality, integrity, and availability of client data throughout the automation process [11].

The Disparity in Skills and the Management of Change: An adept labor force is necessary for the effective execution of AI-powered Robotic Process Automation (RPA). They must possess the ability to create, implement, and oversee automation solutions. The

prioritization of training programming, reskilling efforts, and change management strategies is of utmost importance for banks in order to guarantee that workers possess the necessary skills and foster a culture that promotes creativity and cooperation.

Considerations of an Ethical Nature: Ensuring the ethical design and deployment of AI-driven RPA systems is of utmost importance, with careful consideration given to the prevention of prejudice, discrimination, and unforeseen consequences. The establishment of governance frameworks, ethical norms, and oversight mechanisms is of utmost importance for banks to guarantee the appropriate utilization of artificial intelligence (AI) and adequately mitigate ethical concerns that may emerge from algorithmic decision-making and automation [12]. The successful application of AI-driven Robotic Process Automation (RPA) in the banking sector requires a systematic strategy and effective coordination among many stakeholders. Financial institutions must first determine the applications that align with their organizational goals, consumer requirements, and provide tangible benefits, such as customized recommendations, automated account administration, fraud detection, and regulatory compliance [13].

FINDING AND RESULTS

Following are the results which incorporate in research paper:

Chatbot Projected Growth

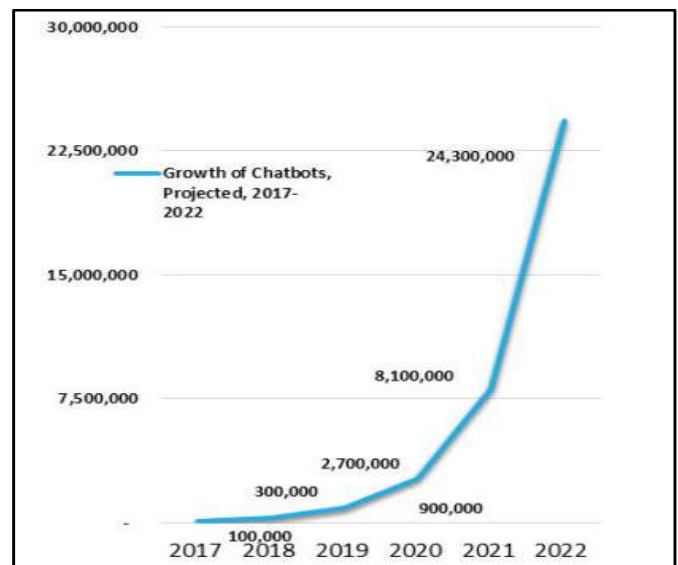


Figure 1. Projected Chatbot Growth

Figure 1 depicts how chatbots are growing increasingly popular on the market from 2017 and 2022. Organizations favor chatbots because they simplify customer service and reduce human labor, resulting in faster, better, and more reliable systems. AI-powered chatbot responses were more "creepy" than "cool" (40.7% vs 27.0%). Even in 2019, chatbot technology is far from flawless. Businesses who use chatbots see various opportunities for development. Spiceworks discovered that 59% of respondents reported chatbots being unable to comprehend human speech, 30% completing instructions inaccurately, and 29% unable to distinguish accents. However, 23% of the organizations surveyed reported that smart assistants fail to comprehend the "owner's" speech, which might be troublesome in congested workplaces.

Chatbot Inadequacies

Figure 2 indicates that chatbots, whether voice or text-based, need more information and further development to avoid mistakes. Figure 4: Errors that businesses have encountered while using chatbots.

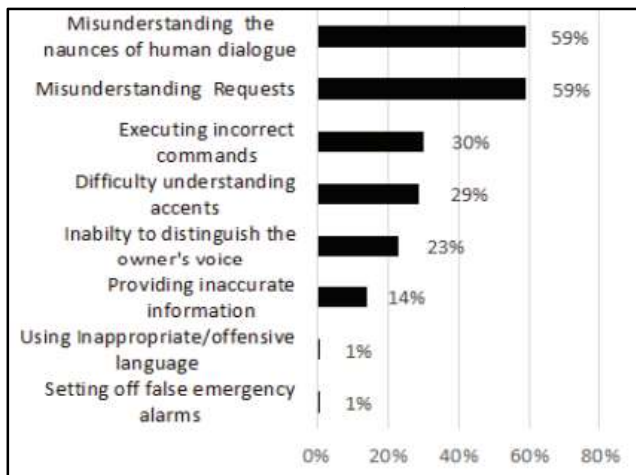


Figure 2. Error Organizations have encountered using chatbots

Messengers, such as Facebook Messenger, WhatsApp, and WeChat, are popular for mobile communication. WhatsApp has around one billion monthly active users, Facebook Messenger has 900 million, and WeChat has over 700 million (source: statista.com). [12] According to BI Intelligence, the top four mobile messengers overtook social networks in global popularity roughly a year ago. Pew Research stated in 2015 that 36% of smartphone users sent text messages. The proportion climbs to 49% among those aged 18 to 29. The survey discovered that university students and young people in major cities depend substantially on smartphone applications for everyday chores.

Online Banking: The global online banking industry is experiencing steady growth, projected to reach a value of \$29,976 in 2023, which is a 22.6% increase from \$7305 in 2016 (Fig.6). All activities performed using a computer, phone, or any other internet-connected device are classified as part of online banking. Utilizing state-of-the-art technology to improve customer service. Customer satisfaction, higher interest rates, and cutting-edge technical design are the primary factors driving the competition. The industry faces challenges in expanding due to the significant security vulnerability of customer data. The proliferation of mobile devices, the widespread use of the internet, and the rapid progress and expansion of the Asia-Pacific region.

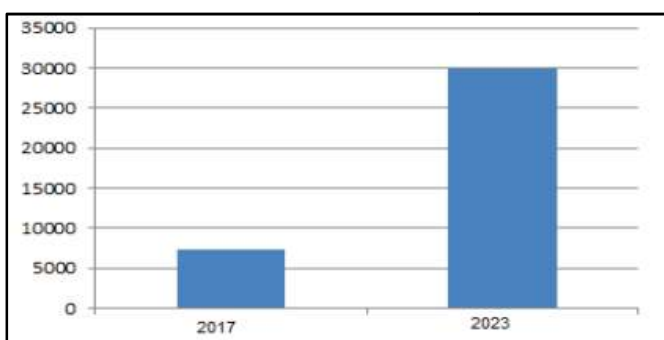


Figure 3. Growth of online Banking

DISCUSSION AND LIMITATIONS

The study explores different research questions in scientific and industrial settings, providing valuable insights into the trends and challenges of AI-driven RPA in the banking sector. In scientific inquiries, there has been a noticeable increase in publications related to Intelligent Document Processing (IDP), with the exception of a minor decrease in 2018. This has led to a need for further investigation into the factors that have influenced this trend. In addition, there is significant interest in using AI to improve model performance, especially in the areas of structured and handwritten document recognition. This suggests that there have been

advancements in the techniques used for these purposes. In addition, there is a growing focus on enhancing the extraction/detection and segmentation stages of the IDP pipeline, which can be attributed to the advancements in AI technologies. The study analyzed the IDP pipeline elements in industrial research, taking into account their functionality despite the different names used by various companies. The analysis went beyond the usual IDP phases to encompass data import/export and human interaction. Despite the advancements in AI-enhanced functionalities in tools, there is still a significant lack of clarity when it comes to implementation details. This lack of clarity poses challenges in accurately assessing the current state of the industry. In addition, although most tools do not come with built-in RPA capabilities, they can be integrated with popular RPA tools as plugins, which requires transferring functionalities to RPA platforms. Nevertheless, the study has some limitations, such as the potential for overlooking relevant articles due to the specificity of the search query and the reliance on popular digital libraries and search engines. In addition, it is possible that certain research of value may have been excluded due to filters based on publication year and impact. Future research should focus on addressing technical challenges such as version control and integrating technological advancements. One possible approach is to explore Open-Source solutions, which can provide better control over proprietary software and make it easier to incorporate third-party models [14].

Future Directions: Prioritizing the resolution of obstacles and limitations is crucial when contemplating future trajectories pertaining to AI-driven Robotic Process Automation (RPA) within the banking sector. The objective of this reordering is to promote ingenuity and optimize operational effectiveness. It is generally accepted that nurturing collaborations between academia and business is a critical factor in facilitating the development of innovative solutions that are specifically designed to meet the ever-changing demands of the finance industry. The active participation of open-source initiatives is critical for advancing the cause by establishing transparent and interoperable frameworks for Artificial Intelligence (AI) and Robotic Process Automation (RPA). Consequently, this fosters cooperation among a multitude of stakeholders. In order to ensure the ethical implementation of robotic process automation (RPA) powered by AI, it is crucial to integrate responsible AI methodologies that include ongoing evaluations of ethical concerns including bias, transparency, and fairness. Furthermore, by employing advanced analytics techniques, including anomaly detection and predictive modeling, the banking industry has the capacity to gain significant insights, thereby triggering a fundamental paradigm shift in its decision-making processes. The importance of prioritizing user-centric design in order to enhance the user experience is universally recognized as a critical concern for bank personnel and clients alike [15].

CONCLUSION

In essence, AI-powered RPA has the capacity to revolutionize the manner in which clients engage with banks through the provision of tailored service delivery. By combining artificial intelligence (AI) with robotic process automation (RPA), financial institutions can customize their services, streamline workflows, and comply with regulatory standards, resulting in increased client satisfaction and operational efficiency. The banking industry is strategically positioned to embrace and prosper with AI-driven Robotic Process Automation (RPA) by demonstrating unwavering commitment and prioritizing research, collaboration, and innovation. It is expected that these endeavors will exert a significant influence on the trajectory of the business, indicating a dramatic transformation in banking operations. The incorporation of AI-driven Robotic Process Automation (RPA) is anticipated to exert a substantial influence on the evolution of banking operations amongst the continuous transformations occurring within the financial sector. Financial institutions have the potential to exceed the evolving demands of their clientele through the utilization of artificial intelligence (AI)-driven solutions. The collaboration between academia and business, coupled

with a commitment to ethical artificial intelligence (AI) practices, will foster innovation and enable the development of sophisticated solutions tailored to tackle the unique challenges faced by the financial industry. Moreover, the progress of artificial intelligence (AI) technology presents considerable opportunities for further enhancement and customization of services, leading to enhanced operational efficiency and consumer satisfaction. Banking institutions must adopt a proactive approach in the near future to include artificial intelligence (AI), continuously exploring opportunities to leverage emerging technology for a competitive advantage. Financial institutions have the potential to position themselves as leaders in the adoption and integration of artificial intelligence (AI)-enabled products by staying abreast of industry trends and dedicating resources to research and development. Furthermore, a steadfast commitment to transparency, ethical values, and customer-centric design will be essential in fostering trust and confidence among stakeholders.

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