



11 September 2018

## **Hang Seng Launches New Phase of Services for AI Chatbot to Assist Customers with Personal Finances Management and Small-Value Payments**

To further enhance the digital experience for retail customers, Hang Seng Bank is upgrading and expanding the capabilities of its artificial intelligence (AI) chatbot, HARO. In addition to handling general customer enquiries about products and services, HARO will have the ability to assist customers with managing their personal finances via their Personal e-Banking accounts. The new phase of services will be rolled out starting from the middle of this month.

HARO will be able to engage in interactive dialogue with customers through the chat interface to assist with personal finances management. The chatbot's new abilities will include assisting customers to log into their Personal e-Banking accounts, providing them with an easy-to-read graphical visualisation of their asset allocation in response to integrated account balance enquiries, and helping them set up personalised balance alerts.

Available on iPhones and Android mobile phones, HARO will also be able to help customers check their account balance and make small-value, peer-to-peer payment transfers through the same chat interface.

Margaret Kwan, Executive Director and Head of Retail Banking and Wealth Management at Hang Seng, said: "We are committed to investing in fintech and digital channels to provide customers with a faster, simpler and more convenient service experience. Since introducing Hong Kong's first retail banking AI chatbots early this year, we have been expanding their service scope to meet the evolving needs of our customers. The rolling out of these latest capabilities will enable HARO to provide customers with more personal assistance in a simpler way."

Hang Seng is the first bank in Hong Kong to have launched retail banking AI chatbots that can simulate human-like contextual conversations and interact with customers. Developed in collaboration with IBM Services, HARO has been assisting customers through [hangseng.com](http://hangseng.com) and the Hang Seng Personal Banking mobile app since January 2018. Powered by IBM Watson's machine learning and natural language processing technologies, HARO can communicate in Chinese and English, and can also understand Cantonese as well as the mixing of English and Chinese.

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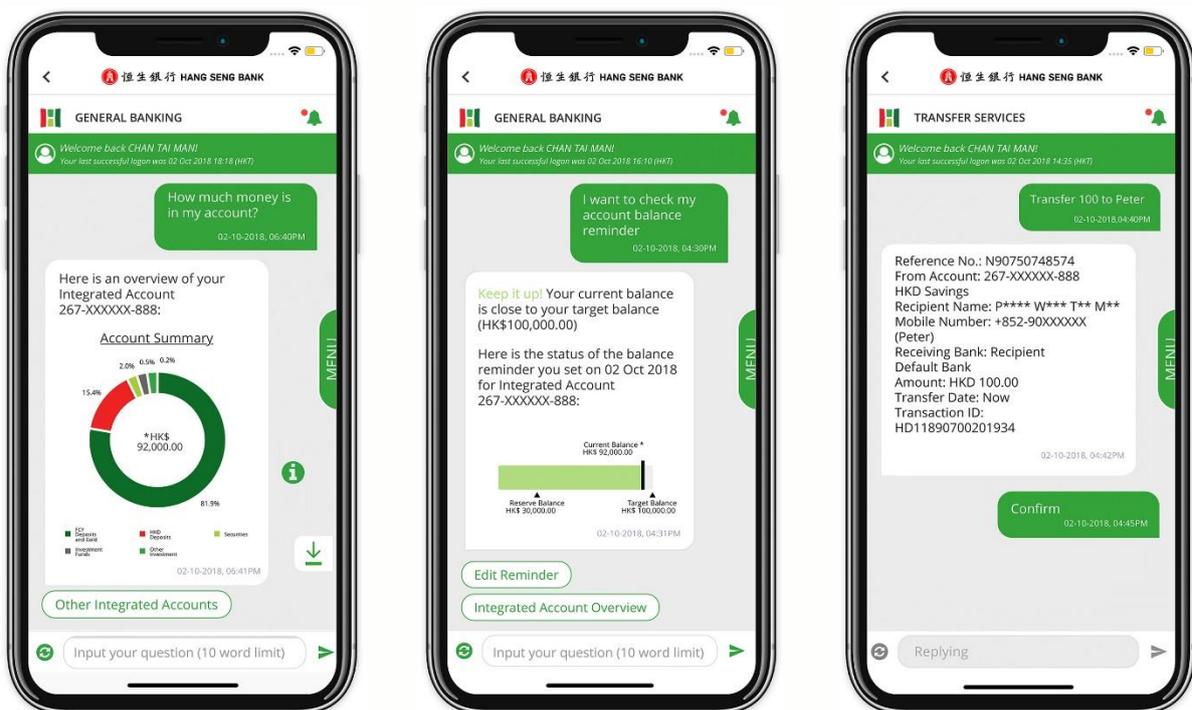
Hang Seng will build on HARO's new ability to offer assistance to customers as part of the Hang Seng Personal e-Banking service experience by continuing to expand the chatbot's service scope.

Mid-September will also see the Bank launch a new comprehensive, one-stop digital payment service platform that will enable retail customers to enjoy greater payment convenience.

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### Photo Caption

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### **About Hang Seng Bank**

Founded in 1933, Hang Seng Bank operates around 270 service outlets serving both personal and business customers. The Bank also maintains branches in Macau and Singapore, and a representative office in Taipei.

Established in May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited is headquartered in Pudong, Shanghai, and operates a mainland China network with outlets in the Pearl River Delta, the Yangtze River Delta, the Bohai Rim Region and midwest China.

With total assets of HK\$1,535 billion as at 30 June 2018, Hang Seng Bank reported a profit attributable to shareholders of HK\$12,647 million for the first half of 2018. Hang Seng Bank is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the Bank's website at [www.hangseng.com](http://www.hangseng.com).