

SBI Card launches virtual assistant

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OUR BUREAU

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Credit card issuer SBI Card has announced the launch of the Electronic Live Assistant or ELA, a virtual assistant for customer support and services.

Driven by Artificial Intelligence and Machine Learning algorithms, ELA will revolutionise the way customers in-

teract with the company.

ELA is designed to enhance the customer experience by providing relevant and instant responses to customer queries, said Hardayal Prasad, MD & CEO, SBI Card. The virtual assistant is currently hosted on the SBI Card website and will soon be integrated on the mobile app as well, he said.