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SBI Card, one of the country's leading credit card issuers announced the launch of 'ELA' (Electronic Live Assistant), ELA is equipped to engage in intelligent conversation on a wide range of queries. For instance, customers can explore products and services, learn how to generate account statement or make bill payments, block their cards, and check on reward point redemption process among other things. Commenting on the launch of the chatbot service Mr Hardayal Prasad, MD & CEO, SBI Card said, "Our electronic live assistant, ELA, is a big step forward in Making Life Simple for our customers, in line with our core value proposition. We are excited to leverage the potential of Artificial Intelligence in driving the next level of digital transformation and enhancing customer experience."