

Agentic CX for Financial Services

Governance and safety by design

Financial institutions face unique challenges: high-complexity interactions, strict regulatory scrutiny, and customers who still expect personalized, high-touch service. Traditional automation can't deliver all three. **CXP does.**



Built for the high stakes of financial services

Orchestration across legacy systems



CXP coordinates AI agents, human workers, and backend systems into a single, context-aware workflow – across every channel and touchpoint.

Enterprise-grade governance



Every decision is explainable. Every action is auditable. Every outcome stays within policy.

- ✓ Enforced policy guardrails
- ✓ Mandatory verbatim disclosures
- ✓ Configurable permissions per action
- ✓ Real-time AI behavior monitoring

Human oversight when it matters



For high-risk actions, CXP gets real-time supervisor approval – without transferring the customer. HILA™ keeps containment high without sacrificing accountability.

Full audit trail



CXP records every API call, data source, reasoning step, and human approval – reconstructible years later.

A personal agent for every customer

Each customer gets a dedicated AI agent with long-term memory: financial history, preferences, goals, prior interactions. High-touch banking, at scale.

Proven impact

69%

First Contact Resolution

— exceeding internal expectations

12.1 min.

Average Handle Time

— outperforming the 14.9-minute banking average

1.7

Concurrency

— exceeding 1.3 industry average

Key workflows resolved end-to-end



Fraud alerts

Adaptive auth, transaction confirmation, dispute initiation



Transaction disputes

Evidence collection, policy validation, direct filing



Lost/stolen cards

Instant freeze, replacement, liability answers — 24/7



KYC & onboarding

Real-time error correction, faster time-to-revenue



Product recommendations

Conversational advisor, application initiation



We needed to make our chat channel more effective, fast, with minimal resources. ASAPP provided the turnkey solution we were looking for.

— COO, top-rated Canadian bank

About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

Take the next step

Book a demo of ASAPP's CXP
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Learn more at
www.asapp.com/cxp



Trusted by

