



Integrations



CRM and admin



Cloud hosting



eKYC



Payment

Key outcomes

95%

Engagement rate

21%

Completion rate

4.5/5

Average customer experience rating

Siza is our automated MoMo expert, always ready to serve multiple customers all at the same time, 24/7. We chose Siza, which means helpful, as our conversational AI persona to brighten up our customers' experience, while ensuring we stay aligned with our core objective - helping customers simply manage and keep their money safe.

FELIX KAMENGA, CHIEF OFFICER OF DIGITAL FINANCIAL SERVICES AT MTN SOUTH AFRICA

MTN MOMO SUPERCHARGES ACCOUNT SIGN-UPS WITH CONVERSATIONAL AI



Client overview

MTN's groundbreaking Mobile Money (MoMo) service lets you store, send, and receive money using your phone. You don't need a bank account or fancy smartphone to use it.



The challenge

The MTN team needed to ensure that the registration process for an MTN MoMo account was accessible, seamless, secure and available 24/7.



How we helped

FCB.ai launched a registration solutions that enables customers to register for an MTN MoMo account in less than five minutes in a fun and seamless way. The solution also offers information on MTN MoMo and provides helpful hints and tips along the way to ensure customers are never left in the dark. Through FCB.ai's real time reporting, coupled with analytics, tone and flow optimisation and intelligence-powered insight, MTN MoMo can continue to ensure a bright and enjoyable experience for all its customers through its conversational solution called Siza.

For more information:

Visit www.fcb.ai or [click here to request a meeting](#)

