

Case Study

# Chatbots at Commerzbank make internal knowledge directly available at any time

Employees

40,000+

Branches

1,000+



The Commerzbank is one of the largest banks in Europe, not only in terms of total assets and revenue. Nationally, nearly 50,000 employees work at the headquarters in Frankfurt and in over 1,000 branches.

## Challenge

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In a company of this size, the organization of internal knowledge is inherently a particular challenge. In addition to the complexity associated with the size of the company, two additional factors shaped the framework for comprehensive optimization of internal communication in the case of Commerzbank:

On the one hand, the financial industry is among the most heavily regulated sectors. For financial institutions, it is therefore crucial to provide employees with straightforward access to regulations regarding internal compliance rules.

On the other hand, banks, faced with new market participants operating solely in the digital realm, are under particular pressure to not only digitize processes but to completely rethink them.

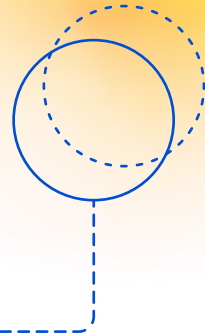
## Solution

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In view of the described challenges, Retresco and Commerzbank identified chatbots as an innovative approach to automate corporate communication. Chatbots have been taking on well-defined processes in the customer service of commercial websites for some time. What makes them so versatile is their ability to be trained to understand the unique structures and processes of human communication, generating natural-language, contextually appropriate responses. Thanks to their intuitive functionality and scalable availability, they are increasingly taking on dialogical exchanges with stakeholders within companies.

As part of a forward-looking digital strategy for Commerzbank, Retresco implemented a standalone chatbot platform to provide the highest degree of flexibility. The platform empowers departments to create their own chatbots for specific thematic areas without the need for highly qualified software developers.

Commerzbank's chatbots now answer employees' questions in areas such as compliance, procurement, physical security, and competencies. With the introduction of the chatbot platform, knowledge transfer and communicative processes within the company have been significantly streamlined.



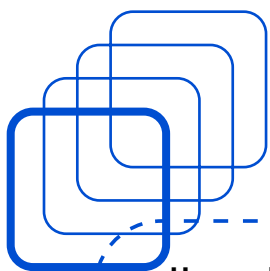
Commerzbank now provides its employees with significantly faster, more precise, and solution-oriented support. The introduction of chatbots has also led to the management gaining a broader, deeper, and better understanding of employee needs based on the nature and frequency of the questions asked. Not least, the chatbot project contributes to redefining or creating new roles for employees within the company. For example, a dedicated chatbot unit has been established, actively serving as an internal contact for setting up and maintaining new dialogue programs for various departments.

“We were impressed by Retresco’s professional and customer-centric approach. Throughout all phases of the project, they did an excellent job of taking into account the individual requirements of our case.”

**Dirk Meschut,**  
**Head of Chatbot-Projects Commerzbank**

“With the introduction of chatbots, our employees benefit from significantly faster and solution-oriented support. After a successful launch, we are now planning to deploy additional chatbots for frequently asked questions to make our processes even more user-oriented and efficient.”

**Ulrich Pöttgens,**  
**Head of Digital Transformation  
Commerzbank**



**How a chatbot is created.**



**1**  
**Data**  
The existing knowledge is incorporated.

**2**  
**Training**  
The AI is now learning from the data.

**3**  
**Dialogue**  
Dialogues are predefined.

**4**  
**Management**  
The AI can now actively participate in dialogues.

**Schedule a free demo with one of our experts today!**

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