

BANKATHON

SECOND EDITION



1-3 November, 2024

APPLY online by October 20, 2024

Using AI to Enhance the Customer Experience
Six Problems To Choose From:



BUSINESS

Understanding the specific needs of customers



HUMAN PERFORMANCE

How to get internal bankers to serve full client instead of silo-services



MARKETING

Defining an effective communication strategy to promote new services



CODING

Developing predictive analytics tools, chatbots, and intuitive user interfaces.



DATA SCIENCE

Analyzing customer data to personalize offers



CASHLESS

How can the bank get customers and businesses to adopt cashless payments by 2030 for the World Cup?

HOW TO JOIN

1. Form a team of 3 students (all students, all levels, all degrees eligible)
2. Apply with a 2 minute video by 20 Oct
3. If chosen, spend the Nov 1-3 weekend with experts mentoring your team



Scan here to apply

