

# Financial AI for Good: Guide & Chatbot Checklist



## Earn Trust

### EMPHASIZE DATA SECURITY

- Include branding on chatbots or apps.
- Include upfront messaging about data security.
- Give users control over what data is stored.

### CLARIFY THE SOURCE OF GUIDANCE

- Include clear messaging explaining that customers are interacting with a chatbot, not a human.
- When making product recommendations, consider connecting to real customer reviews or action steps taken by other customers.
- Clearly state the source of any information given.

### PROVIDE A HUMAN CONNECTION

- Make it easy to connect to a human agent.

### OFFER LOW-RISK OPPORTUNITIES TO ENGAGE WITH NEW TECHNOLOGIES

- Give users examples of potential chatbot interactions.



## Drive Engagement

### CREATE CLARITY AROUND FUNCTIONS

- Put function first to rebuild trust in the reliability of chatbots.
- Integrate financial data into chatbot responses.
- Give clarity on what the chatbot can and cannot accomplish.

### PURSUE INTELLIGENT PROACTIVITY

- Have chatbots pop up on specific web pages where actions can be taken.
- Avoid chatbot messaging that immediately suggests a specific product or service.
- Use customers' financial data to prompt them about opportunities that may be relevant to them.

### CREATE PERSONALIZED EXPERIENCES

- Connect with customers' values.
- Provide personalized recommendations that customers can research further.
- For more insights into connecting with customers' values, see Commonwealth's [Actionable Insights for Inclusive Product Design](#)



## Increase Value

### ANTICIPATE THE FINANCIAL NEEDS OF USERS LIVING ON LMI

Customers living on LMI have limited local branch access.

Customers living on LMI have limited time.

Customers are looking for support with budgeting.

Customers are looking for support with credit building.

### CREATE ACTION-ORIENTED CHATBOTS

Support online banking services like sending payments through a chatbot.

Give users confirmation of completed actions through chatbots.

### BALANCE AUTOMATION AND CONTROL

Allow users to turn automated finance features on and off.

Include “safety net” features that pause the automated movement of money if their balance is below a certain threshold.

Give users the final say.

Provide multiple options or pathways in conversation.



## Increase Accessibility

### OFFER MULTILINGUAL GUIDANCE

Offer languages that match existing customer bases.

Ensure translated chatbot responses are legally compliant.

Check translated answers against English chatbot responses.

### FOCUS ON MOBILE-FRIENDLY FEATURES

Invest in mobile app functionality.

Streamline onboarding processes and lower barriers to banking.

Make key features accessible through mobile.



## Look Toward the Future

Generative AI

Co-pilots and Personal Assistants

Public Benefits

Workplace Benefits

Back Office Support

