# Personetics Recognised as a Leader in AI-Powered Personal Financial Engagement Solutions by Celent Report



Personetics has been acknowledged as a leading provider in AI-powered Personal Financial Engagement (PFE) solutions for financial institutions in a recent report by Celent, a prominent research and advisory firm. The report, "Personal Financial Engagement Solutions for Retail Banking," evaluates the advancements and functionalities of PFE across 13 vendors.

Personetics stands out for its innovative use of real-time analytics and AI to deliver personalized, proactive customer interactions. The report praises its no-code tools enabling banks to develop custom insights and automated financial wellness programs. Personetics is noted for enhancing customer engagement, retention, and deposit growth through their tailored digital banking experiences.

In related news, Citi Commercial Bank (CCB) has launched a new unit in Japan aiming at mid-sized corporates. This expansion, led by Yutaka Naito, aims to support operational and cross-border growth needs with services such as trade finance, treasury management, and capital markets solutions. This move follows Citi's recent expansions in France, Ireland, Germany, Switzerland, and Canada.

The announcement highlights Citi's strategy to leverage local market knowledge while providing comprehensive global banking services tailored to the needs of mid-sized companies, particularly in technology and automotive sectors.