# Fintech embraces hybrid AI-human customer service to boost efficiency and empathy



The integration of generative artificial intelligence (AI) into customer service within the fintech industry is reshaping the landscape of consumer engagement, while the necessity for human support remains steadfast. A recent discussion highlights the coexistence of AI and human representatives, revealing a nuanced approach to optimising customer interactions.

Statistical insights indicate that while a significant proportion of consumers—approximately 50%—prefer interacting with human agents, some 34% still find AI chatbots beneficial in addressing their concerns. This disparity suggests that a hybrid support model is emerging, where AI manages routine tasks, allowing human agents to intervene in more complex situations.

AI in fintech has garnered attention not merely due to its trendy allure; it proves effective in many operational aspects. The demands of today’s customers for rapid, personalised, and 24/7 service are met through AI's capabilities. For instance, routine inquiries like password resets, balance checks, and transaction tracking can be efficiently managed by AI systems, which can handle vast numbers of requests simultaneously without the constraints of traditional business hours. Reports note that AI can resolve customer issues 44% faster than human agents while improving support quality and consistency by 35%. AI systems also offer valuable support to human representatives by providing real-time data and transaction histories, enhancing the accuracy of responses to complex problems.

Security measures are another critical domain where AI excels. With its ability to detect anomalies in user behaviour, AI can identify potential threats as they arise, enabling swift interventions to prevent fraud. For example, if a user attempts to make a high-value transaction from a new device, AI can instantly flag the activity, freeze the transaction, and alert the user, thereby prioritising security.

Despite these advantages, AI is not without its limitations. According to a survey conducted by Callvu, many consumers express a preference for human interaction due to the unique ability of human agents to convey empathy and understanding. This is particularly vital in instances of financial stress or fraud, where a personal touch may provide the reassurance customers seek.

Furthermore, AI struggles with contexts that lack structured communication, as many customer interactions do not follow predictable prompts. Human agents possess the agility to read tone and respond appropriately, adapting to the nuances of a conversation in ways AI cannot. Trust in AI is another significant concern; surveys by CX Dive reveal that nearly half of consumers remain sceptical of the reliability of information provided by chatbots. Instances where AI fails to understand the context and provides vague responses can undermine user confidence.

There are also pitfalls associated with AI decision-making. Algorithms can misclassify urgent issues, failing to contextualise them accurately. For instance, if a user disputes a suspicious charge, AI might automatically deny the claim based on historical spending patterns, potentially overlooking critical contextual details that a trained human agent would catch.

Given these challenges, it is clear that a purely AI-driven approach is insufficient for addressing the complexities of customer service in the fintech sector. However, this does not diminish the role of AI; when effectively integrated with human expertise, AI can significantly enhance customer support. A prominent example can be found in the Swedish fintech company Klarna, which has successfully implemented an AI-powered chatbot that manages two-thirds of customer inquiries, reserving the remainder for human agents.

As the fintech landscape continues to evolve, many companies are adopting a hybrid model that emphasises human-first, technology-enhanced support. This approach is particularly beneficial for firms catering to freelancers or digital creators, who often face unique financial challenges.

The optimal strategy lies in the synergy between AI and human representatives. While AI increases efficiency by managing straightforward inquiries, human agents provide emotional intelligence and contextual understanding. This balanced approach allows fintech companies to harness the strengths of both AI and human interaction, ensuring comprehensive and quality customer service solutions.

Source: [Noah Wire Services](https://www.noahwire.com)

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