Press Release | 新 聞 稿

19 December 2024

BOCHK participates in GenA.I. Sandbox to explore innovative A.I. applications for enhancing customer experience and fraud prevention

Bank of China (Hong Kong) ("BOCHK") announced its participation in the Generative Artificial Intelligence (GenA.I.) Sandbox, jointly launched by the Hong Kong Monetary Authority ("HKMA") and the Hong Kong Cyberport Management Company Limited ("Cyberport"). This initiative aims to promote innovative applications of GenA.I. in the financial sector. BOCHK will conduct a six-month proof-of-concept in the sandbox to promote the practical applications of GenA.I. in the banking industry with an aim to enhance customer experience and fraud prevention.

BOCHK will pilot an intelligent assistant powered by GenA.I. to promote financial inclusion with an interactive experience. The assistant will provide customers with instant and comprehensive information on banking services, products and promotions. It will also offer advice on cyber fraud prevention and financial education from the HKMA, thereby raising customers' fraud awareness. Furthermore, BOCHK will experiment with GenA.I. to strengthen the fraud detection skills of frontline staff, enabling them to adapt to the ever-changing tactics of digital fraud.

Stephen Chan, Deputy Chief Executive of BOCHK, said, "BOCHK is privileged to participate in the GenA.I. Sandbox, where we can validate the feasibility and practicality of the innovative technologies. The Bank is committed to integrating data and A.I. technologies into its services, as well as actively studying the potential and applications of GenA.I.. We aim to provide customers with personalised, intelligent and convenient banking services while strengthening our risk management capabilities. The valuable practical experience gained from this exercise will lay a solid foundation for broader commercial applications of GenA.I. in the financial sector, contributing to the sustainable development of Hong Kong's financial ecosystem."

—End—