

# Selene: Advanced Conversational AI for Card

Personalized card support with intelligent insights & actions



## Overview

Selene is an advanced Conversational AI platform for card support. With Selene, issuers can rapidly launch banking-grade intelligent card assistants with out-of-the-box capabilities for personalized support, insights and actions across the card lifecycle.

Selene transcends the rigidity and lack of personalization of the static menus, forms, and workflows presented by current digital interfaces across chat, IVR, and live agents. It leverages AI models that enable intelligent, natural conversations, recognition of user intent, and context continuity in conversations without the constraints of pre-defined scripts.

Selene also offers issuers the ability to easily build custom intent classification flows and continuously evolve their AI-powered support capabilities over time. This allows them to stay ahead of the curve and differentiate their customer support.

## Support Capabilities

- **Knowledge-Driven:** Product information | Service inquiries | Policy questions
- **Data-Driven:** Transaction status | Card activation | Balance inquiries
- **Insight-Driven:** Spend analysis | Category insights | Usage patterns
- **Action-Driven:** Payment processing | Dispute filing | Card controls

## Intelligence Beyond Scripted Chatbots



### Natural Language Understanding

no rigid menus, forms, or scripts



### Banking-Grade Security

with multi-layer controls to prevent hallucinations



### Seamless Escalation

with context handover to human agents



### Context-Aware Conversations

just like a human agent



### Real-Time Processing

through direct integration with card systems



### Adaptive Platform

with 4-layer architecture that allows scaling and evolution



# Enterprise and Banking Ready Features

## Banking Grade Guardrails & Control

- Intelligence trained on issuer knowledge base
- Multi-layer hallucination prevention

## Security & Compliance

- PCI-DSS compliant
- SOC 2 Type II certified

## Deployment & Integration

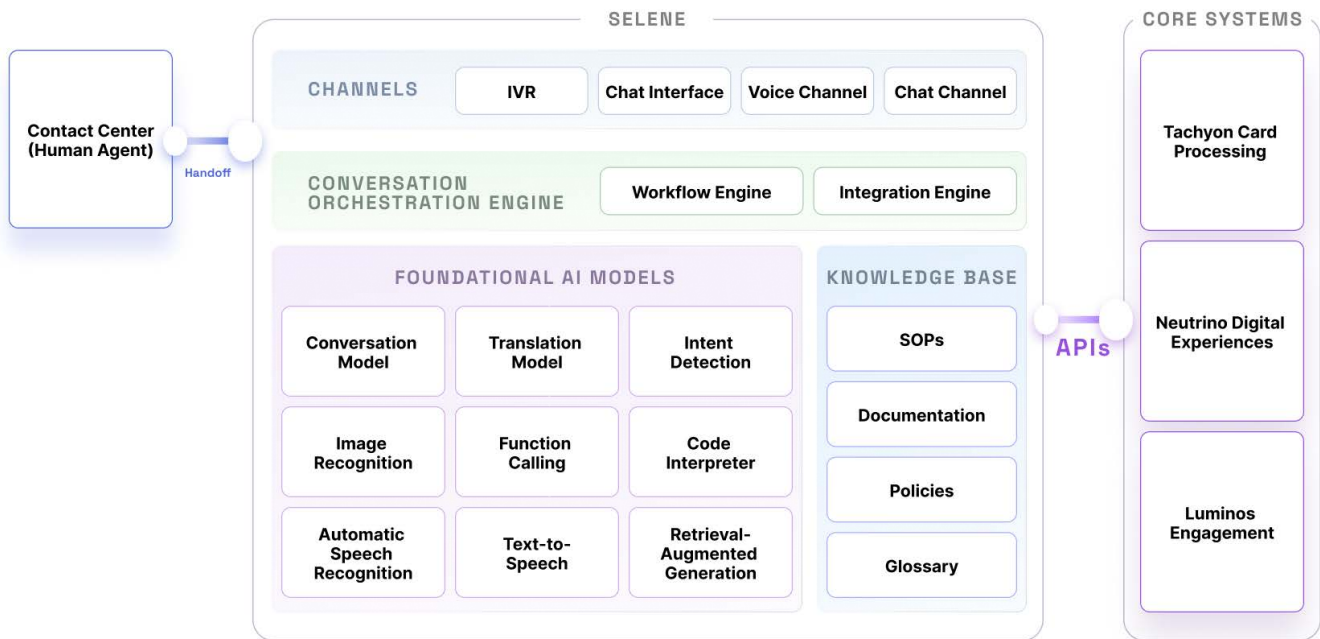
- Omnichannel support (voice & chat)
- Embeds in mobile/web apps
- Integrates with major contact center solutions like AWS Connect or NICE

## Monitoring & Control

- Real-time monitoring
- Audit trails
- Performance dashboards
- Interaction analytics

# Multi Layer Intelligence Architecture

Selene is responsive, extensible and scalable by design. Its integration with Zeta's processing platform Tachyon enables swift deployment of new workflows, while its AI models can evolve independently to incorporate newer capabilities across channels.



## Next Steps: Launch Intelligent Card Assistants with Selene

Accelerate customer service quality and realization of value from AI adoption by launching banking-grade intelligent assistants with Zeta's Selene.

Schedule a meeting

