



The Attijariwafa bank group innovates and launches in Morocco an automated Covid-19 help service Chatbot via its website to serve its customers and respond to their requests 24/7.

Casablanca, May 23, 2020 – Based on artificial intelligence, this virtual assistant allows customers to conduct an interactive dialogue and obtain answers to their questions quickly, efficiently and at their convenience. This new service is a real added value for the Customer Relations Center, which has been in great demand during this period of health crisis.

For its launch, assistance will be provided on a limited scope. It is offered in French and will deal in particular with subjects related to the new provisions regarding covid-19 and the resetting of the Attijarinet password. As part of the «Energies 2020» strategic plan, the upcoming Chatbot versions intend to integrate several languages, to address new priority use cases and to be deployed on the bank's other channels.

Instructions on how to connect to this service

- Go to the institutional website Attijariwafabank.com
- Search for the «ask a question» icon on the right side of the screen.
- Type the question or choose one of the options
- Start the interactive conversation

Attijariwafa bank is the first bank to launch this service in Morocco, as a demonstration of its commitment and its unprecedented mobilization to accompany at best all its customers.

Media contact - Attijariwafa bank group

Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone: 00212 522 54 53 57

Mobile: 00212 647 47 32 90

Email: O.Ghaouat@attijariwafa.com