

## PRESS RELEASE

### **INTESA SANPAOLO ONLY ITALIAN BANK SELECTED AT THE QORUS-ACCENTURE BANKING INNOVATION AWARDS FIRST PRIZES FOR ISYBANK AND *ELLIS*, THE VIRTUAL DIGITAL BRANCH ASSISTANT**

- **First prize in the category "Neobanks & Specialised Players" for Isybank, the Group's new digital bank**
- **First prize in the category 'Reimagining the Customer Experience' to *Ellis*, the Virtual Digital Branch Assistant that uses AI to assist customers**
- **Award also recognises innovation of the base offerings to include Switcho, the free digital service from the Intesa Sanpaolo Mobile App**

*Milan, 4 December 2023* – Intesa Sanpaolo is the only Italian bank to receive the prestigious **Qorus-Accenture Banking Innovation Award**, taking first place **in two of the seven categories** this year.

The award is given as part of a competition between retail financial markets organised annually by **Qorus and Accenture** to reward the best innovations in banking at the global level. This year the initiative – now in its tenth year – featured **over 450 candidates** from the world's largest financial institutions based in **61 countries**. The winners were selected in **seven categories** by a group of their competitors and an international jury of industry experts who, through a rigorous, independent process, ensure the credibility of the awards, considered the industry's "Oscars".

In the recently concluded edition of the "**Banking Innovation Awards**", the Intesa Sanpaolo Group took first place in the categories:

- "**Neobanks & Specialised Players**": award won for **Isybank**, the new, one-of-a-kind digital bank that combines the solidity and commercial offerings of traditional banks with the simple, fast services typical of fintech, while continuing to offer a direct relationship with the digital branch's personnel. Dedicated to Intesa Sanpaolo's digital-first customers, Isybank offers a quick, easy onboarding process and provides a wide range of financial services that can be accessed using a mobile app. Isybank's development is one of the **pillars of the Intesa Sanpaolo Group's 2022-2025 Business Plan**, central to the Group's customer service model and technological transformation strategy, which aims to build "the bank of the next ten years".

- "**Reimagining the Customer Experience**": award won for ***Ellis***, the virtual assistant developed by Intesa Sanpaolo's Digital Branch team together with the Chief Data, A.I., Innovation and Technology Governance Area headed by Massimo Proverbio, and Google - which uses artificial intelligence to provide immediate answers to customers through the Bank's app, website and free-phone number. With an understanding of more than 1,000 topics and the ability to perform more than 20 tasks, ***Ellis*** responds in natural language, offering advanced first-level support 24 hours a day, simply and through the customer's preferred mode of contact. It can also perform the most common tasks covering the main products and services offered by the Bank (e.g. card management, payments, document search, activity search and app navigation assistance). For more complex requests, such as advice on securities or analysis of suspicious activity, ***Ellis*** connects the customer with the Digital Branch Manager, while providing the latter with support in handling the call. The solution aims to

**improve and enhance the support offered to customers and managers through the use of artificial intelligence**, in a manner integrated with Intesa Sanpaolo's traditional support channels, as part of a hybrid support model in which technology complements managers' expertise.

Intesa Sanpaolo also took third place for innovation of its **base offerings for Switcho**, the free digital service available from the Intesa Sanpaolo Mobile App, which compares customers' rates with the electricity and natural gas offers of participating suppliers and manages the change of operator, simplifying customers' lives.

**Stefano Barrese, Head of Intesa Sanpaolo's Banca dei Territori Division:** *"The Qorus-Accenture Banking Innovation Award represents a further important recognition of our ability to innovate, an increasingly distinctive element of our strategy and service model, as announced in the 2022-25 Business Plan. This process of excellence, supported by a solid design methodology that always puts the needs of customers and the professionalism of our people first, has led us to innovate our core banking systems, starting with the Digital Branch, to include increasingly simple, digital services, culminating in the launch of Isybank, the Group's new digital bank."*

Press information

**Intesa Sanpaolo**

Media and Associations Relations

[stampa@intesasanpaolo.com](mailto:stampa@intesasanpaolo.com)

Intesa Sanpaolo è il maggior gruppo bancario in Italia – punto di riferimento di famiglie, imprese e dell'economia reale – con una significativa presenza internazionale. Il business model distintivo di Intesa Sanpaolo la rende leader a livello europeo nel Wealth Management, Protection & Advisory e ne caratterizza il forte orientamento al digitale e al fintech, in particolare con Isybank, la banca digitale del Gruppo. Una banca efficiente e resiliente, è capogruppo di fabbriche prodotte nell'asset management e nell'assicurazione. Il forte impegno in ambito ESG prevede, entro il 2025, 115 miliardi di euro di finanziamenti impact, destinati alla comunità e alla transizione verde, e contributi per 500 milioni a supporto delle persone in difficoltà, posizionando Intesa Sanpaolo ai vertici mondiali per impatto sociale. Intesa Sanpaolo ha assunto impegni Net Zero per le proprie emissioni entro il 2030 ed entro il 2050 per i portafogli prestiti e investimenti, l'asset management e l'attività assicurativa. Convinta sostenitrice della cultura italiana, ha sviluppato una rete museale, le Gallerie d'Italia, sede espositiva del patrimonio artistico della banca e di progetti artistici di riconosciuto valore.

News: [group.intesasanpaolo.com/it/sala-stampa/news](https://group.intesasanpaolo.com/it/sala-stampa/news)

Twitter: @intesasanpaolo

LinkedIn: [linkedin.com/company/intesa-sanpaolo](https://linkedin.com/company/intesa-sanpaolo)