

## **CaixaBank voted 'World's Best Bank in Data Analysis and Artificial Intelligence 2022' at the Qorus-Accenture international awards**

- ***The company also received silver award in the global category for the 'Most Innovative Bank in the World' (Global Innovator 2022). It is the seventh time in the last 10 years that CaixaBank has ranked among the world's three most innovative banks.***

**20 December 2022**

CaixaBank was chosen as the 'World's Best Bank in Data Analysis and Artificial Intelligence 2022' at the annual Qorus-Accenture Banking Innovation Awards, which recognise the most innovative ideas, products and services in the financial sector, acting as a catalyst for innovation since their launch in 2013.

The awards jury acknowledged the progress of CaixaBank's virtual assistant, Noa, which, through the use of artificial intelligence and machine learning, allows customers to use their voice to interface with the chatbot (voicebanking), revolutionising how customers interact with the bank.

CaixaBank also received silver in the global 'Most Innovative Bank in the World' (Global Innovator 2022) category. It is the seventh time in the last 10 years that CaixaBank has been ranked among the three most innovative companies in the world, consolidating its long history of innovation and the excellence sustained over time.

The company has also obtained silver in the "Reimagining the customer experience" category for its Insights Center, CaixaBank's research hub created to continue evolving the design of an omnichannel experience based on a 360° customer-centric approach. In this centre, the bank designs competitive solutions that balance profitability, technology and financial well-being for customers.

The awards were presented during the latest edition of the Qorus Reinvent Forum, which brought together at CosmoCaixa in Barcelona representatives from the retail banking and insurance sectors to discuss the latest digital developments in finance, as well as the new initiatives that will define the future of the financial sector.

During the event, attendees had exclusive access to the various spaces of CaixaBank's Route of Innovation in Barcelona - the Insights Center, the All In One branch and imaginCafe - where they were able to learn about the vision and internal processes of

the bank teams tasked with putting technology to work for customers and employees, in keeping with the bank's 2022-2024 Strategic Plan.

### **CaixaBank, leader in digital banking and innovation**

Technology and innovation are crucial for CaixaBank. With more than 11 million users of its digital banking service – the largest customer base in the Spanish financial sector – the bank works continuously towards developing new models able to meet the requirements and needs of its customers and that bring its products, services and financial culture closer to all citizens.

Through this digitisation process, the bank, which has its own tech subsidiary, CaixaBank Tech, and multidisciplinary teams that bring innovation to every aspect of the organisation, drives projects underpinning new technologies, such as the blockchain, quantum computing, artificial intelligence, big data and cloud computing. All these technologies provide its advisers with advanced and improved resources to advise their customers, drive the customisation of the commercial offer, with the aim of improving customer linkage, develop new financial services and streamline the decision-making process.

As a result of its digital transformation strategy, CaixaBank has become one of the highest rated banks in the world due to the quality of its digital products and services, and has received numerous international accolades, such as 'Most Innovative Bank in Western Europe 2022' by American magazine *Global Finance*.

In digital banking, CaixaBank was recognised as the 'Best Consumer Digital Bank in Spain' at *Global Finance* magazine's World's Best Consumer Digital Banks Awards 2022; an award it collected for the seventh year in a row. On top of this national award are two global prizes – 'Best Online Deposit, Card and Investment Product Offerings Consumer Digital Bank in the World 2022' and 'Best Bill Payment and Presentment Consumer Digital Bank in the World 2022' – and one European prize – 'Best in Lending Consumer Digital Bank in Western Europe 2022'.

In private banking, for the first time CaixaBank received two prizes in just one year at the Professional Wealth Management (PWM, part of the Financial Times Group) Wealth Tech Awards as 'Best private bank for Big Data analytics and AI in Europe 2022' and 'Best private bank for digital marketing & communication in Europe 2022'.