

CaixaBank deploys its app on the ChatGPT marketplace

- ***The initiative, initially aimed at individual customers, allows users to consult information and explore the bank's products from generative artificial intelligence environments***
- ***CaixaBank consolidates its commitment to conversational banking after the deployment of AI agents on the web and app to accompany customers in their digital processes***

October 21, 2026

CaixaBank already has a ChatGPT app as part of its innovation strategy in digital banking and the use of generative artificial intelligence. The initiative allows its private customers to consult information on financial products, compare alternatives and access the bank's content in a conversational way. The tool is conceived as an additional channel of information and support in decision-making.

Thus, ChatGPT users can now locate and install the official CaixaBank app within the ecosystem of applications of a platform that has become one of the most widespread conversational assistants on a global scale. The initiative responds to the growing adoption of generative artificial intelligence platforms as a common tool for searching for information, comparing products and resolving doubts.

With this launch, CaixaBank advances in its customer relationship models in conversational environments, which are transforming the way users interact with digital services, and aims to explore new ways of interacting with customers and advance in the development of AI-based digital services.

AI agents in digital channels

The launch of the app in ChatGPT is based on the experience acquired by CaixaBank in the development of artificial intelligence agents that already operate in its digital channels. In recent months, the bank has deployed specialised assistants capable of resolving queries, guiding customers in the search for products and accompanying them during different digital processes.

These developments include the specialised AI agents that already operate in CaixaBank's digital channels. These solutions accompany customers during digital contracting processes, always with the possibility of turning to a professional from the entity when specialized advice is required.

In addition to initiatives related to customer service, CaixaBank continues to make progress in the development of Artificial Intelligence agents aimed at optimising and automating different internal processes of the organisation.

Commitment to generative artificial intelligence

CaixaBank has defined a generative artificial intelligence roadmap focused on four main objectives: gaining agility and commercial capacity, promoting new services through cutting-edge technologies and simplifying processes, reinforcing operational excellence through efficiency improvements and evolving its technological platform with the highest standards of resilience and security.

Among the planned lines of action are the renovation of current channels and the development of new commercial and customer service capabilities supported by generative artificial intelligence.

With a history of work in this field dating back to 2014, CaixaBank has established itself as one of the pioneering banks in the application of Artificial Intelligence to the financial sector. Currently, this technology is present in multiple services and projects of the Group, from a transversal and multidisciplinary approach that integrates both the technological dimension and ethical criteria.

CaixaBank, a leader in innovation

Technology and innovation are key for CaixaBank, currently the leading bank in Spain and one of the most important in Portugal. With the largest digital customer base in the financial sector in Spain, more than 13 million, the bank is at the forefront of developing new models and systems to respond to the demands of its customers.

The bank has its own technology subsidiary, CaixaBank Tech, and multidisciplinary teams to bring innovation to all areas of the organisation. Through cutting-edge technology, CaixaBank is promoting an ambitious digital transformation plan. The aim is to put technology at the service of people, with services and solutions that facilitate more personalised advice, a better commercial offer and linkage, new financial services and a more agile decision-making model.