

MTN launches the first chatbot in Ivory Coast

MTN recently launched the first Chatbot in Ivory Coast, to perform mobile money transactions via WhatsApp.

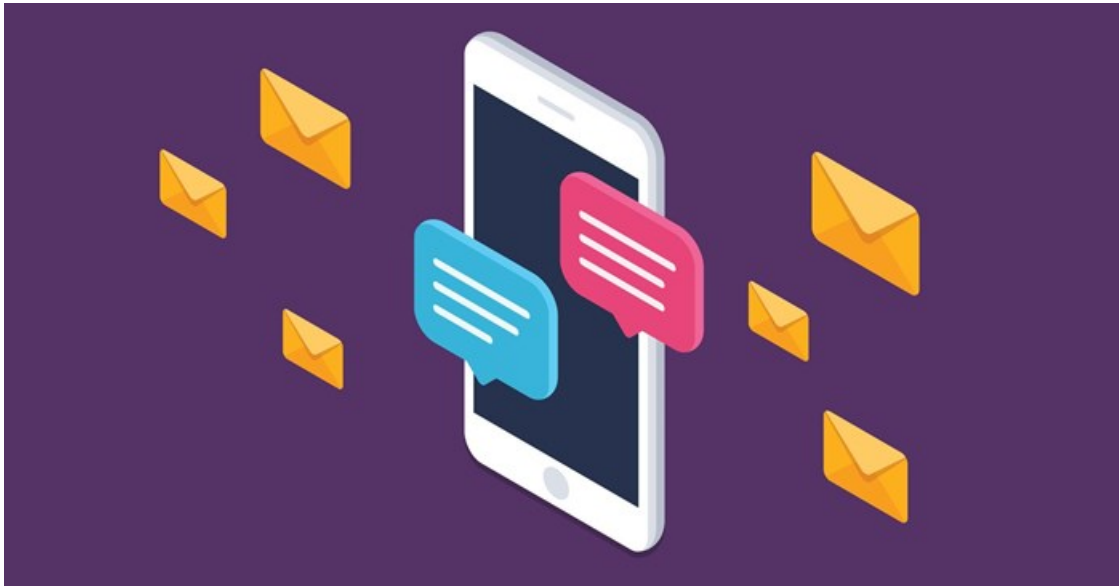


Image source: Gallo/Getty.

Eva de MoMo is the new Chatbot based on AI technology. Eva plays the role of virtual assistant and is able to interact with mobile money subscribers via WhatsApp.

Eva does mobile money (MoMo) transactions such as balance consultation, money transfer, credit purchase, bill payment and so on. It also provided tips, tricks and information on MoMo services (rates, promotions, terms an conditions)

The goal pursued through this innovation implemented by MTN is to facilitate the access of users of MoMo to accurate information, 7 days / 7 and 24 hours / 24. This is because Eva responds instantly to different concerns, while adapting to the user's request.

Understanding natural language, Eva learns every day and is friendly.

Source: *NexTVAfrica.com*.

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