BANK OF AMERICA
Erica® by the Numbers

Bank of America launched its personal virtual financial assistant one year ago with one goal in mind: to provide clients personalized, proactive guidance to help them stay on top of their finances. Available 24/7 in the mobile banking app, Erica uses the latest technology in artificial intelligence (AI), predictive analytics and natural language processing, and enables clients to engage however they choose, whether by voice, text or on-screen gesture.

Erica helps clients with a complete range of everyday banking needs, from searching for transactions across all their Bank of America accounts, to paying bills, sending money to family and friends, and locking and unlocking cards. But it’s the proactive, guidance-driven nature that makes Erica unique and different. Here are a few of the key milestones since completing the nationwide rollout in June 2018:

CUSTOMER FEEDBACK:

Erica is easy to use, time-saving and very informative...a 24-hour information hub.

Erica is so innovative! Makes me feel like there is always someone there to help me.

Erica is really helpful when I'm in a rush and need to find something. So much easier than making a call.

Erica rocks! I feel like a VIP with my own assistant.

This is a 24-hour information hub.

DID YOU KNOW:

Since introducing Erica insights in late 2018, clients have viewed more than 3MM insights.

There are more than 400K unique ways for clients to ask Erica financial questions, and this number continues to grow.

Erica knows more than 30 jokes and has told them 16K times to date.

Over the past year, Erica has wished “Happy Birthday” to 90K customers.

USERS:

Total Erica Users: 7MM
Monthly New Users: 500K+

49% Millennials
15% Gen Z
4% Baby Boomers or Seniors
20% Gen X

INTERACTIONS:

Total Interactions: 50MM
Monthly Interactions: 5MM+

150K users tap on the Erica insights that are shared with them each week.

47% Tap
40% Text
13% Voice

MOST POPULAR INTERACTIONS:

Search Transactions
View Proactive Insights
Request Account/ Routing Numbers
View FICO® Score
Pay Bills or Transfer Funds

DATA AS OF MAY 2019

To learn more, visit bankofamerica.com/erica

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