Bank Jago and Google Cloud Enter New Collaboration to Drive Growth Opportunities for Millions of Indonesians

The bank is using Google Cloud's data and AI platforms to enhance its operations, products, and services to better serve customers, reinforcing its strategy for sustainable growth

Jakarta, Indonesia, Dec. 18, 2024 – PT Bank Jago Tbk (Bank Jago), the leading tech-based bank in Indonesia, and Google Cloud today announced a new, multi-year strategic collaboration to supercharge the bank's future innovation strategy. Under this collaboration, Bank Jago and DKatalis, its technology solutions partner, will utilize Google Cloud's BigQuery and Vertex AI platforms to elevate the customer banking experience, create internal efficiencies, and drive tangible business returns.

Arief Harris, President Director, Bank Jago, said: "As a tech-based bank, Bank Jago aspires to enhance the growth of millions through life-centric digital financial solutions powered by the latest cloud, data, and AI innovations. Since 2021, we've been utilizing Google Cloud's in-country infrastructure and industry-leading services to make banking more accessible and convenient for everyone."

As of the third quarter of 2024, Bank Jago is serving more than 14 million customers. Google Cloud's secure-by-design infrastructure has enabled Bank Jago to dynamically scale its capacity to serve its expanding digital ecosystem, fueling the bank's substantial and sustained growth.

Bank Jago's new collaboration with Google Cloud allows it to harness the power of generative AI (gen AI) through Vertex AI, seamlessly integrated with BigQuery's data analytics capabilities. This enables the bank to continuously deliver innovative products, services, and features that address its customers' evolving needs and expectations.

Kharim Siregar, Chief Executive Officer, DKatalis, added: "Bank Jago and DKatalis have doubled-down on our collaboration with Google Cloud, and this is enabling our teams to quickly and securely translate their ideas into innovative solutions. In line with Bank Jago's aspirations, we're committed to infusing the latest and most relevant technologies into our digital products and services, to deliver even more personalized and intuitive experiences to customers."

In a regulated industry where trust is paramount, Google Cloud provides Bank Jago with a fully-managed environment for agile innovation, alongside built-in security, compliance, and governance features.

For example, Vertex AI implements Google Cloud's data encryption and access controls to help Bank Jago safeguard its AI models and training data. With Vertex AI Model Registry, the bank has created a centralized library for AI models. This ensures that its developers only use pre-trained or fine-tuned models that are explicitly approved for organizational use, thereby accelerating solution development, eliminating redundant assessments, and mitigating risk.

To validate that its developers' AI solutions are functioning as intended before their full-scale deployment, Bank Jago and DKatalis have used Vertex AI Pipelines to implement a standardized workflow. In the past three months, Bank Jago has leveraged Google's foundation AI models, accessible via Vertex AI Model Garden, to successfully develop and deploy gen AI applications that optimize operations and enhance customer service. These include:

- A **risk management assistant** that analyzes transaction patterns to detect those that are indicative of fraudulent activities. It then provides alerts in natural language to bank staff, enabling immediate action. The use of this AI assistant to support compliance procedures reinforces Bank Jago's dedication to responsible banking practices.
- **Market intelligence assistants** that analyze various customer interactions, enabling the bank's product development teams to gauge customer sentiment and respond with enhanced products and services. Bank Jago has built solutions where AI assistants distill text- and audio-based engagements into reports with actionable insights on customer pain points and preferences within minutes – a task that used to take months to complete manually.
- A **contact center performance coach** that accelerates the learning process for contact center agents and reduces the time required for them to meet quality assurance standards. It automatically reviews customer call recordings and provides personalized feedback and targeted recommendations to improve agent performance. This application allows the bank to conduct evaluations for a larger share of its customer calls, as opposed to only 5% without the help of AI.

Mark Micallef, Managing Director, Southeast Asia, Google Cloud, said: "Through its initial collaboration with Google Cloud, Bank Jago has implemented an asset-light, app-based business model to capture the growing demand for digital financial services in Indonesia and drive its positive growth trajectory. Under our new collaboration, it is embracing a platform-based approach to rapidly and responsibly bring enterprise-grade gen AI solutions to market."

"We believe that these solutions will empower the teams at Bank Jago and DKatalis to deliver high-quality customer engagements across all touchpoints and provide customers with more personalized guidance to make informed decisions. Together with Bank Jago, we're shaping an AI-enabled banking future, where every individual can access trusted solutions to help them achieve their financial goals," added Micallef.

About Bank Jago
Specifically built as a tech-based bank embedded within Indonesia's digital ecosystem, Bank Jago aspires to enhance the growth of millions through life-centric digital financial solutions. Bank Jago develops banking products and services, both conventional and sharia, that can be used by everyone, including retail (i.e., consumers), mass market, and micro, small, and medium enterprises (MSMEs).

Bank Jago has designed its Jago App to be composable and compatible with other digital ecosystem platforms, and customizable to meet the personal needs of their users. Bank Jago is committed to open ecosystem collaboration to enable users to live their lives most conveniently.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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