



Nidhish
Nerur



Max
Poff

From Lead to Need



Bangkok
Bank

AI Web Application for Commercial Banking Sales

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Project Overview

Problem Statement

- 1) Sales team spends **countless manual hours reviewing financial statements** to identify leads and recommend products
 - 2) Representatives **lack understanding of Bangkok Bank’s full product suite**, leading to missed sales opportunities
- Our objective is to **increase sales** by helping representatives acquire new customers and recommend personalized products



Limited
Capacity

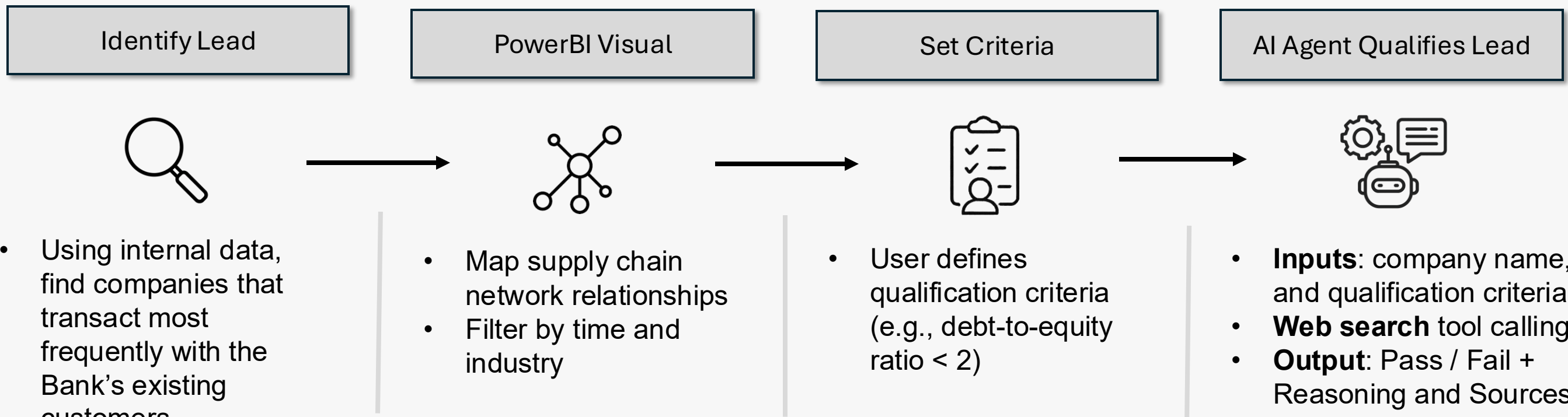
Training
Gaps

Data

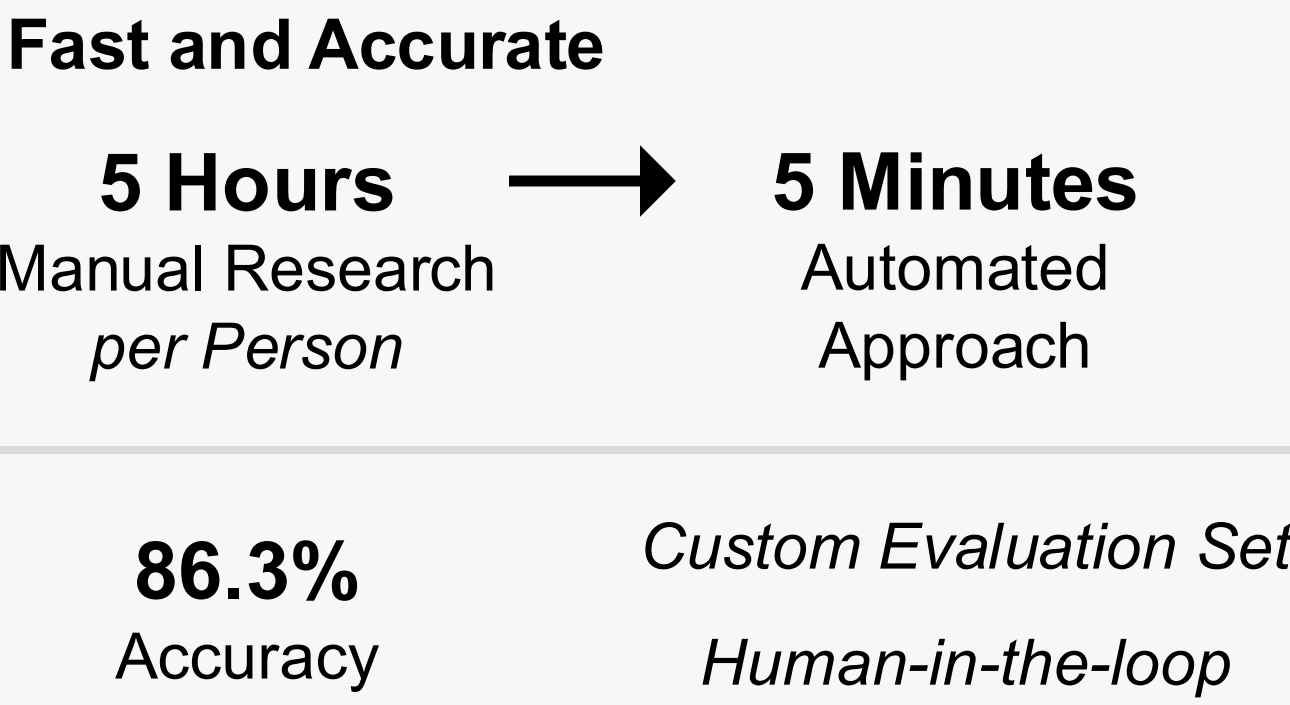


Find and Qualify New Leads

Methods

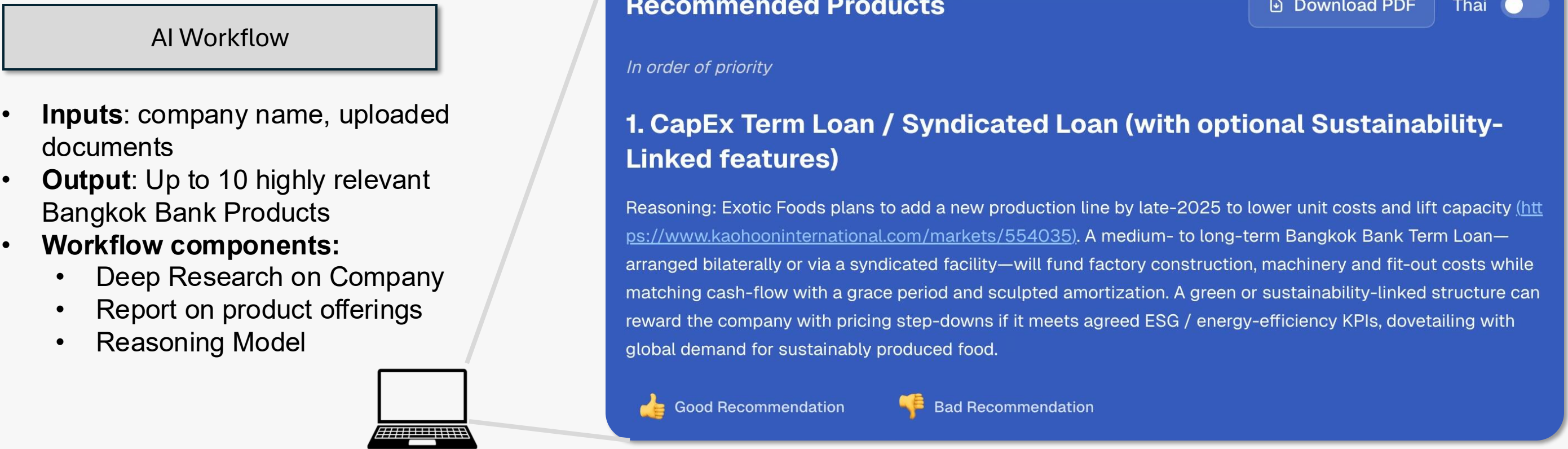


Results



Recommend Personalized Products

Methods



Results



Tech Stack

Business Impact



500
Hours Saved / Month



100+
Users



\$2M
Estimated Revenue Earnings



\$20M
Estimated Revenue Earnings

Summer 2025

End of 2025

Start of 2026

Sandbox Environment

Development Environment

Production Environment

- Small-scale pilot testing at a few business centers
- Uses strictly public data for recommendations
- Onboard additional business centers
- Obtain Change Advisory Board approval for production rollout
- Full-scale deployment
- Can integrate with internal systems
 - Enlite, SharePoint, Azure Data Lake