

BANCO DO BRASIL



<p>INITIATIVES</p>	<p>Escutaí: Intelligence that listens to the voice of the customer</p> <p>Odissela: GenAI-driven digital analytics and customer journey intelligence</p>
<p>AWARD</p>	<p>Celent 2026 Model Bank of the Year</p>
<p>EXECUTIVE SUMMARY</p>	<p>Banco do Brasil won Model Bank of the Year based on its exceptional implementation of AI and data analytics which are aligned with a sophisticated customer-centric strategy that drives sustainable growth and profitability. Two initiatives, Escutaí and Odissela, exemplify the bank’s AI prowess and its ability to deliver differentiated customer experience alongside tangible operational agility. Notably, Banco do Brasil has also democratized access to AI and analytics—embedding AI capabilities into frontline tools and workflows. Employees—not just data scientists—can leverage advanced analytics in decision-making and customer engagement.</p>
<p>TIMELINES</p>	<p>Escutaí</p> <p>2025</p> <p><i>July</i> Project start (post-discovery phase)</p> <p><i>August</i> MVP delivery</p> <p><i>September</i> Start of application development</p> <p><i>December</i> Delivery of the first version of the application</p> <p>2026 The application continues to evolve with additional features.</p> <p>Odissela</p> <p>2025 September</p> <p>Week 0 (Days 1-2): Prototype</p> <p>Weeks 1-2: Validation and Adoption</p> <p>Weeks 3-8: Infrastructure Hardening</p> <p>Month 3+: Production and Official Adoption</p> <p>2026 Fully operational with weekly enhancements</p>

Source: Banco do Brasil, Celent

KEY BENEFITS	Escutaf: Consolidation of customers' voice, providing valuable insights for improving products, services, and customer journeys and ultimately lower customer complaints. OdisselA: Bank benefits include operational improvements (speed and efficiency), positive business impact, and strategic cultural shift. Customer experience improvements span efficient journeys, product selection, and problem resolution.
KEY VENDORS	Open-source Apache software and LLM providers
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