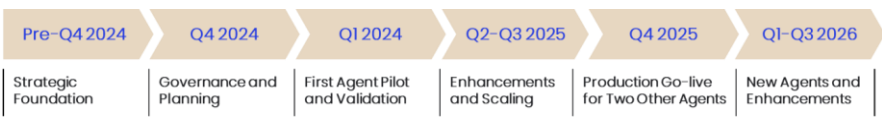


INITIATIVE	Transforming Customer Engagement with AI Agents
AWARD	Celent Model Bank 2026 for SME Customer Engagement
EXECUTIVE SUMMARY	Absa Business Banking is moving toward AI-augmented relationship banking delivered at digital-first speed and scale. The bank deployed three financial services-specific Salesforce Agentforce AI agents, an African banking first, and reimaged SME customer onboarding by parallel processing, and transforming and actioning their client data for 360-view for operations, sales, and service. Operating across 12 African countries with embedded multi-jurisdictional compliance, the initiative demonstrates a replicable blueprint for deploying agentic AI at production scale in emerging markets.
TIMELINE	 <p> Pre-Q4 2024 Q4 2024 Q1 2024 Q2-Q3 2025 Q4 2025 Q1-Q3 2026 </p> <p> Strategic Foundation Governance and Planning First Agent Pilot and Validation Enhancements and Scaling Production Go-live for Two Other Agents New Agents and Enhancements </p>
KEY BENEFITS	<ul style="list-style-type: none"> • 95% reduction in onboarding turnaround time • 75% reduction in meeting preparation and follow-up time • 40% service interactions resolved autonomously by the agent • ... and many more
KEY VENDORS	Salesforce, MuleSoft AWS, Databricks, Experian, Moody's, nCino
READ MORE	Visit Celent.com to learn more about this initiative.