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# JPMorgan Chase looks to amplify around the voice platform – Alexa

The Power of the U.S.' Biggest Bank in the comfort of your own home



It's official. JP Morgan Chase is turning to the revolutionary aspects of Alexa to bring its customers and its company into the 21<sup>st</sup> century. The titan of the financial industry seeks Alexa for relatable and accessible branding. For streamlining office operations. And for a smooth and personalized customer experience.

Some example of quick questions for Banking via Alexa:

- "What's my balance?"
- "If I keep saving the way I am now, how long would it take for me to buy this house?"
- "What can I spend on vacation next week?"

"We want to get organized around having voice as a core part of our marketing efforts and marketing campaigns, Voice is not only coming; it's here, and in a multitasking world, it's really significant." I feel like a lot of brands were playing catchup on Facebook and Snap, and consumers are always a little ahead of brands, so it would be nice to be ahead on voice.

*- Kristin Lemkau, Chief Marketing Officer, JPMorgan Chase*