

Creatio Launches www.bank.ai, a New Digital Destination for the Future of Banking

New industry hub brings together AI innovation, practical use cases, expert insights, and resources for banks and credit unions

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EINPresswire.com/ -- [Creatio](https://www.creatio.com), an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, or scale, — today announced the launch of Bank.AI, a new digital destination dedicated to helping banks and credit unions navigate and lead the next era of AI-powered financial services.



Available at www.bank.ai, the hub brings together banking-specific AI innovation, practical use cases, real-world case studies, thought leadership, and resources for financial institutions looking to turn AI opportunities into measurable business impact.

Across the financial services industry, the conversation around AI is becoming more practical and value driven. Banking leaders are moving beyond experimentation and asking broader questions about how AI fits into customer operations, everyday work, and long-term technology strategy. The Bank.AI hub reflects this shift by focusing on where AI can create practical value across three core areas of banking: Grow, Serve, and Operate.

Built Around How Financial Institutions Grow, Serve, and Operate

Bank.AI is focused on three core banking domains:

- Grow focuses on strengthening customer and member acquisition, improving onboarding, and building deeper relationships through more personalized engagement.
- Serve examines how AI is transforming customer service across the entire relationship lifecycle. From account servicing and case management to omnichannel engagement, the portal

highlights practical ways banks and credit unions can deliver faster, more connected experiences.

- Operate looks beyond the customer experience to the processes that keep financial institutions running. It explores how AI can streamline compliance, document management, approvals, and other operational workflows, helping organizations improve efficiency while maintaining governance and control.

Together, these areas provide a practical framework for exploring how people, AI agents, and banking workflows can work together across the financial institution.

A Destination for the Banking Community

Unlike a traditional product website, Bank.AI is designed to become a broader industry destination.

"Banks and credit unions shouldn't have to search across multiple places to understand how AI is transforming financial services," said Burley Kawasaki, SVP Industries at Creatio. "We created the Bank.AI hub to bring everything together in one place—from our banking solutions and product innovation to customer stories, industry insights, and upcoming events. Whether organizations are evaluating new technology or looking for practical ideas they can apply today, the portal is designed to make those resources easier to discover."

Expanding Creatio's Commitment to Banking

The launch of Bank.AI is part of Creatio's broader investment in the financial services industry and its commitment to building an ecosystem around AI-powered banking transformation.

As Creatio continues to introduce new banking innovations, customer success stories, events, and educational content, Bank.AI will continue evolving as a central destination for banks and credit unions exploring the practical application of AI across financial services. The upcoming digital event, "Bank.AI: Practical AI Use Cases for Banking," will take place on September 24, 2026, bringing together industry leaders to share real-world AI use cases and strategies for accelerating adoption.

Explore Bank.AI at <https://www.bank.ai/>

About Creatio

Creatio is an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, or scale. We help midsize and large organizations run customer workflows in the AI era. Headquartered in Boston, MA, with a global team and a large ecosystem of partners, Creatio serves thousands of customers in over 100 countries and automates tens of

millions of workflows daily. Genuine care for our clients and partners is at the heart of our DNA.

For more information, please visit www.creatio.com

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