

Consumer Buzz

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The Year of the Robot

Ann-Marie Vazzano

2017 seems to be the year of the robot. Mastercard recently announced it's launching artificial intelligence bots that will allow customers to manage finances and shop using messaging platforms. Virtual assistants will use chat and messaging interfaces to communicate and offer personalized service, without any human interaction. According to a Mastercard press release, the technology will allow consumers to shop and make transactions without using a merchant's app, visiting a store or opening their wallets. **GP**