

Truist pilots robo-advisor as it continues integrating BB&T, SunTrust platforms

Article



The bank is targeting the end of 2021 to fully launch the tool, [per](#) Bank Automation News. This marks the latest instance of AI-driven capabilities on Truist's product roadmap following the completion of the [merger](#) between regional players BB&T and SunTrust, making it the sixth-largest US bank by assets.

The robo-advisor will be a wholly new addition to Truist's digital offering, as it works to unify BB&T's and SunTrust's legacy commercial platforms. Truist has begun **testing** its core banking conversion and plans to migrate all clients to the new digital experience by the end of this year. But until then, it's still **rolling out** new technologies to the separate platforms: BB&T, for example, added AI-driven insights to its **app**, including cash flow analysis, spending and deposit notifications, subscription renewal alerts, and predicted cash flow shortfalls. The addition of a robo-advisor later this year could complement Truist's other digital banking growth efforts and make for an exciting tool to launch as it unveils its new digital platform. And robo-advisors are becoming a more popular offering that could open up a new stream of revenues for incumbents: Goldman Sachs recently **added** a robo-advisor to its digital-only bank, Marcus.