CASE STUDY · AI AVATAR AND LIVE BANKER

NatWest Group put immersive banking on the floor in two cities, on one day.

At X Stock Elevate 2026, a 6-foot HoloBox911 stood in the Experience Zone in both Bengaluru and Gurugram. Delivered in partnership with Virtusa, it gave 550+ visitors a touch menu, a full-figure AI avatar and a remote banker who appeared live and talked with them.



Bengaluru X Stock Elevate 2026 · 300+ visitors

Gurugram X Stock Elevate 2026 · 250+ visitors

550+
Visitors

2
Cities, same day

3
Banking modes

CLIENT
NatWest Group

EVENT
X Stock Elevate 2026

PARTNER
Virtusa

LOCATIONS
Bengaluru & Gurugram

DATE
3 November 2026

DISPLAY
6-foot HoloBox911

> NatWest Group's X Stock Elevate 2026: a touch menu, AI avatar and live banker on a 6-foot HoloBox911, with Virtusa, for 550+ people in two Indian cities.

The brief

NatWest Group ran X Stock Elevate on Tuesday 3 November 2026 across seven cities: Edinburgh, Manchester, London, Chennai, Bengaluru, Gurugram and Zurich. The theme of its Experience Zone was "Fast. Frictionless. Flow."

For Bengaluru and Gurugram, with Virtusa as partner, the idea was Immersive Express Banking: a branch visit where everyday questions are answered without a counter, and a specialist is a tap away.

What we did

We installed a 6-foot HoloBox911 in the Experience Zone at each location and ran one experience in three modes. Visitors could tap a touch menu of Forex, Insurance, Mortgages and Cards, speak to a custom AI avatar, or connect to a banker.

The banker worked remotely and appeared in the display, talking with visitors in both locations. The HoloBox switched between the modes through the day, and the display carried Virtusa's branding as NatWest Group's partner on the project.

The result

More than 300 people came through in Bengaluru and more than 250 in Gurugram. The film and photos below show crowds around the unit in both cities, with people trying each mode themselves.

How it worked

01 Tap

A full-figure host stands beside a touch menu of Forex, Insurance, Mortgages and Cards. One tap brings up the common questions, and she answers them.

02 Ask

Visitors can skip the menu and speak. The AI avatar shows she's listening, then answers in English, face to face.

03 Connect

When a visitor wants a person, the display shows it's connecting them to a banker, with a running timer.

04 Consult

The banker, working remotely, appears seated in the display, and talks with the visitors standing in front of her.

05 Repeat

The content was built once, so Bengaluru and Gurugram ran the same experience on the same day.

One unit, 4 jobs

01 Express banking
Everyday questions answered at a touch, such as a lost card or a forgotten PIN.

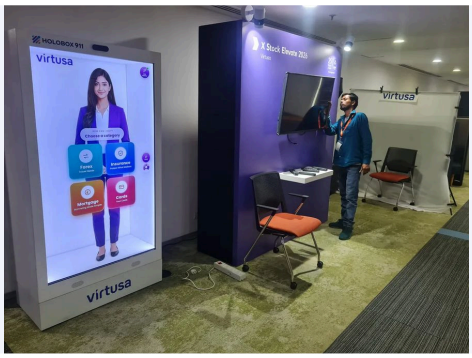
02 An AI banking host
A custom avatar who listens and answers out loud, with no keyboard.

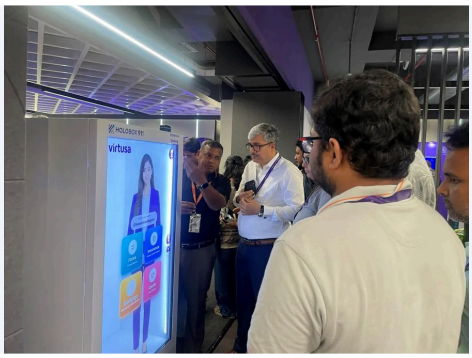
03 Remote specialists
A banker in one place, face to face with visitors in another, without travel.

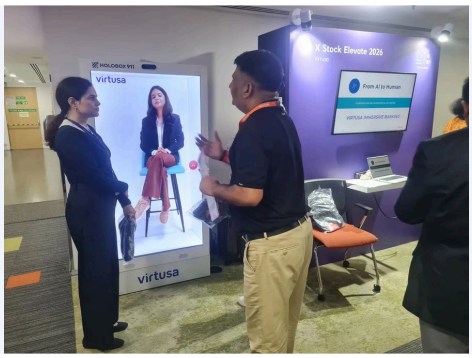
04 Leadership moments
The same unit can bring a leader to the floor without a flight.

On the floor









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