

Nordea

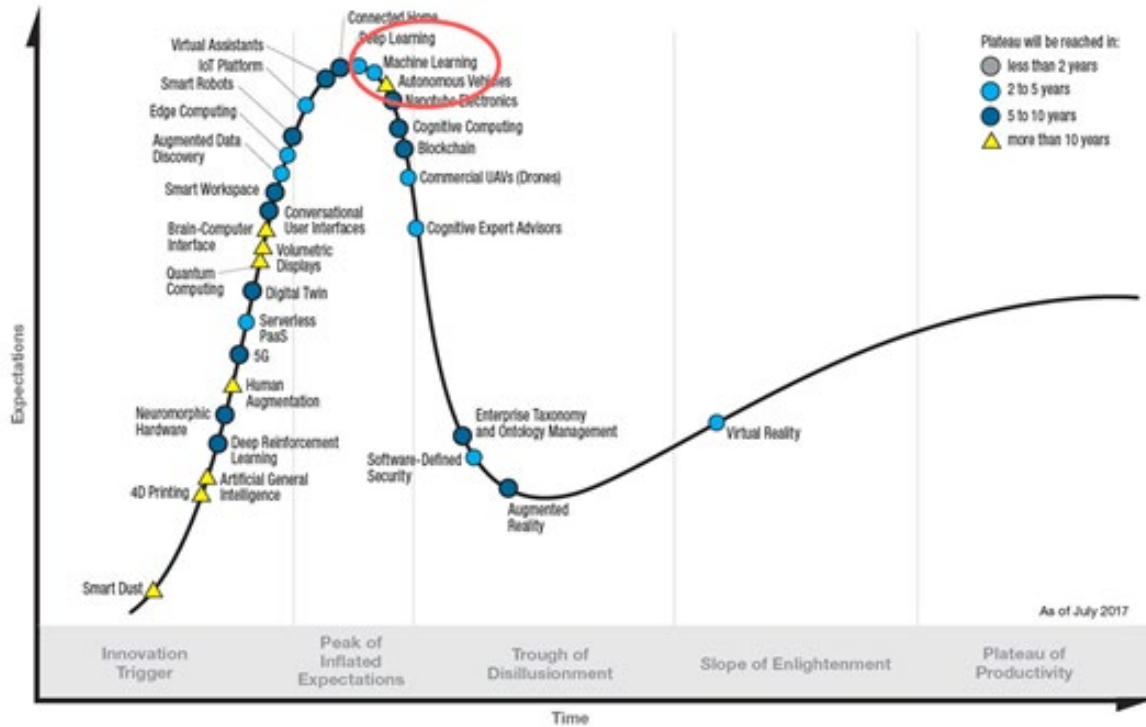
Solving problems with AI

Perspectives from Nordea

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Why are we talking about AI?



Artificial Intelligence is like teenage sex

Everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it.

‘AI IS THE NEW ELECTRICITY’

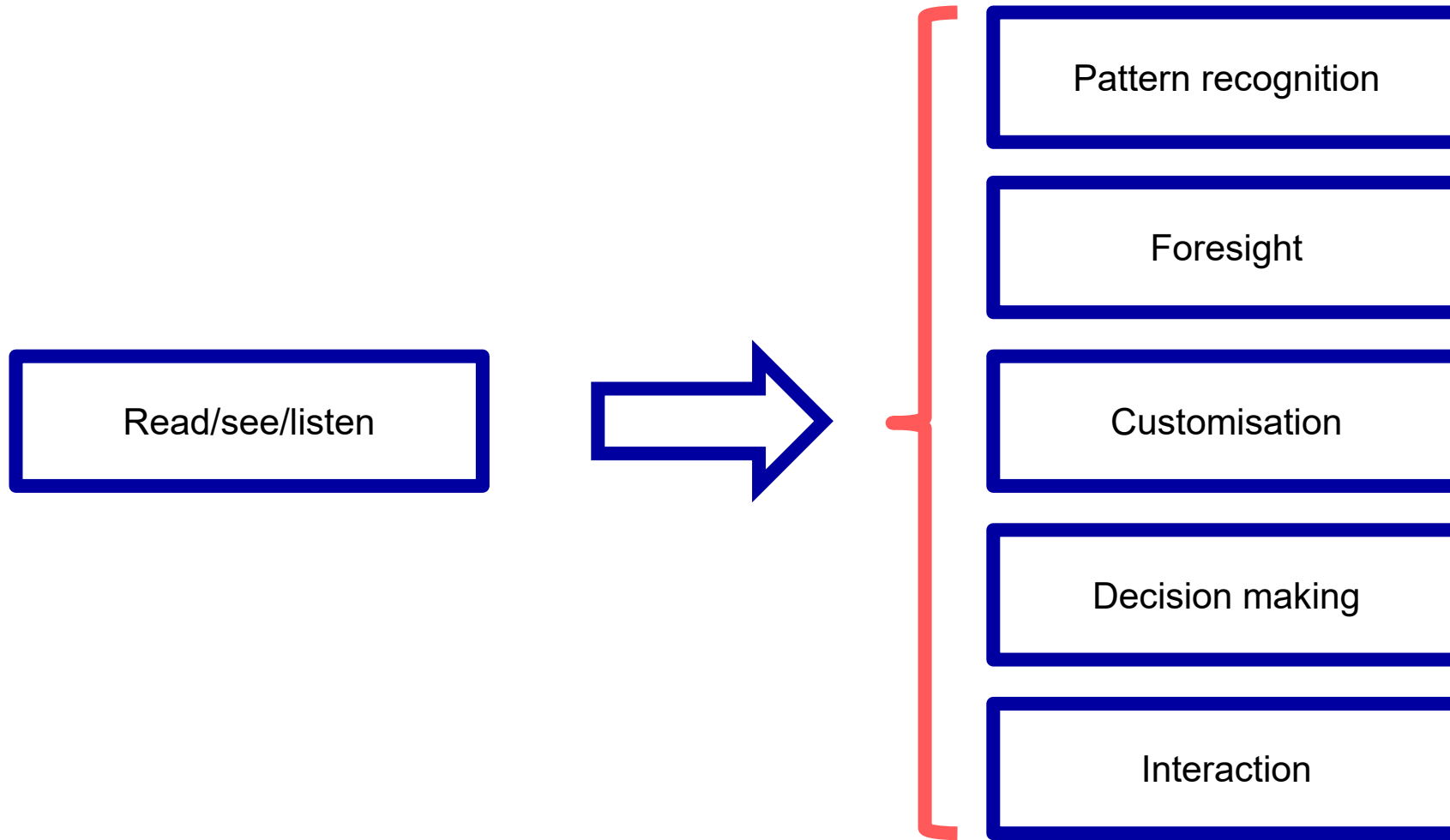
“Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don’t think AI will transform in the next several years.”

Andrew Ng

Founder and CEO of Landing AI, Founder of deeplearning.ai, Co-founder at Coursera

Nordea Ai

What is AI?



Why now?

New Regulatory Environment

- PSD2
- GDPR
- Mifid2

Changing Business Models & Eco Systems

- Changing omni-channels
- New and changing partnerships
- Open banking

Changing Customer Behaviours

- Faster
- Easier
- Whenever / wherever

New Competition

- Fintechs
- Bigtechs
- New entrants from other industries

Technology Development

- Cloud
- APIs
- Machine Learning / Deep Learning

Reflection #1 – You need to be ready to explore if you want to see the matrix

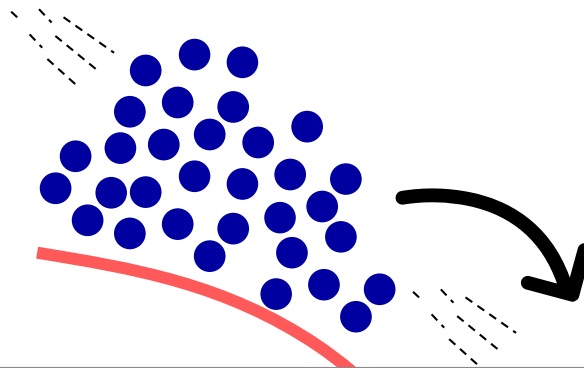


Reflection #2 – Culture is strategy and thinking different sets the bar for transformation

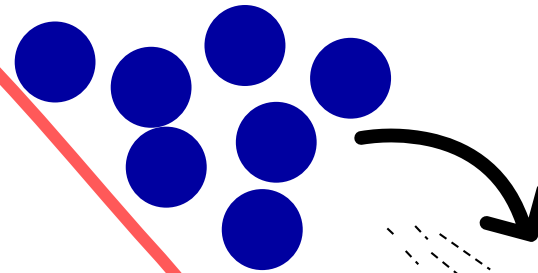


Reflection #3 – Transformative ML innovation comes from starting small and learning fast

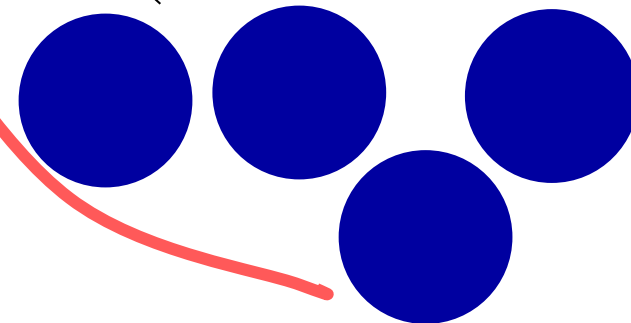
Small snowballs/use cases showing potential applications value and giving insights



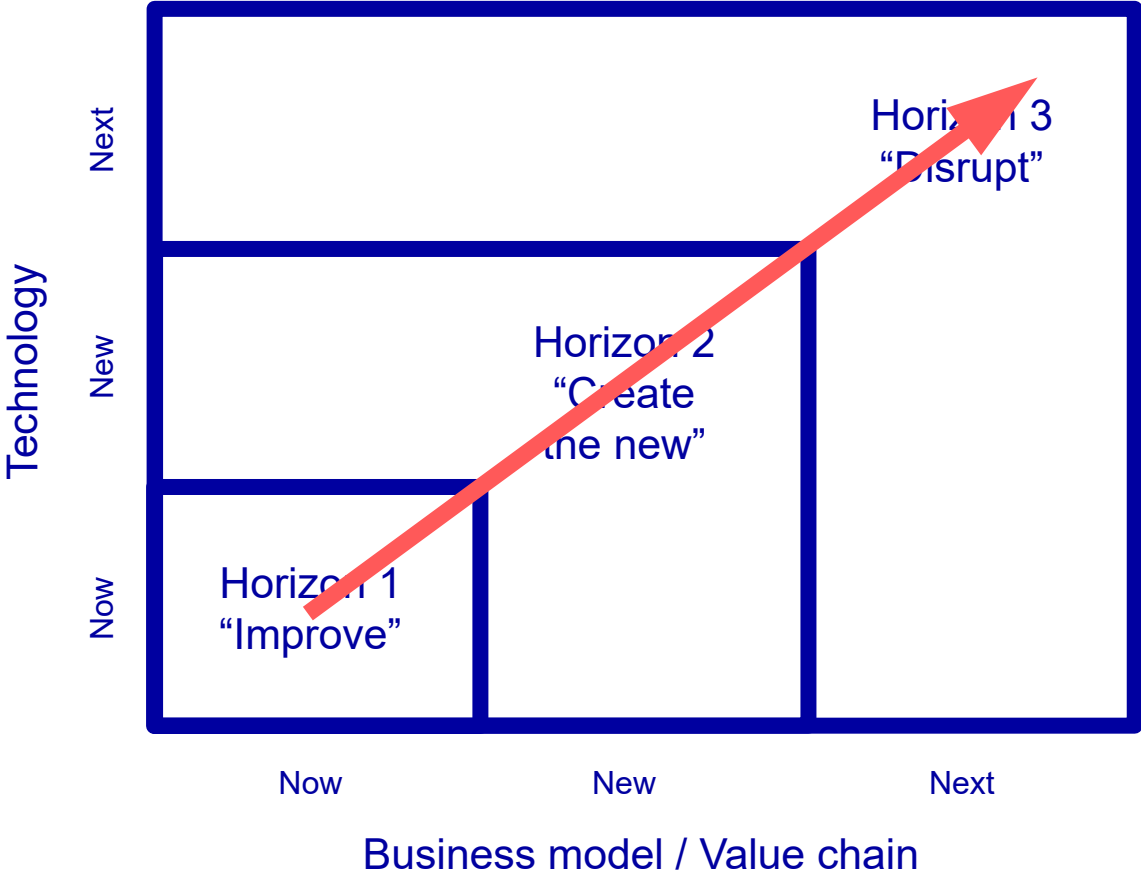
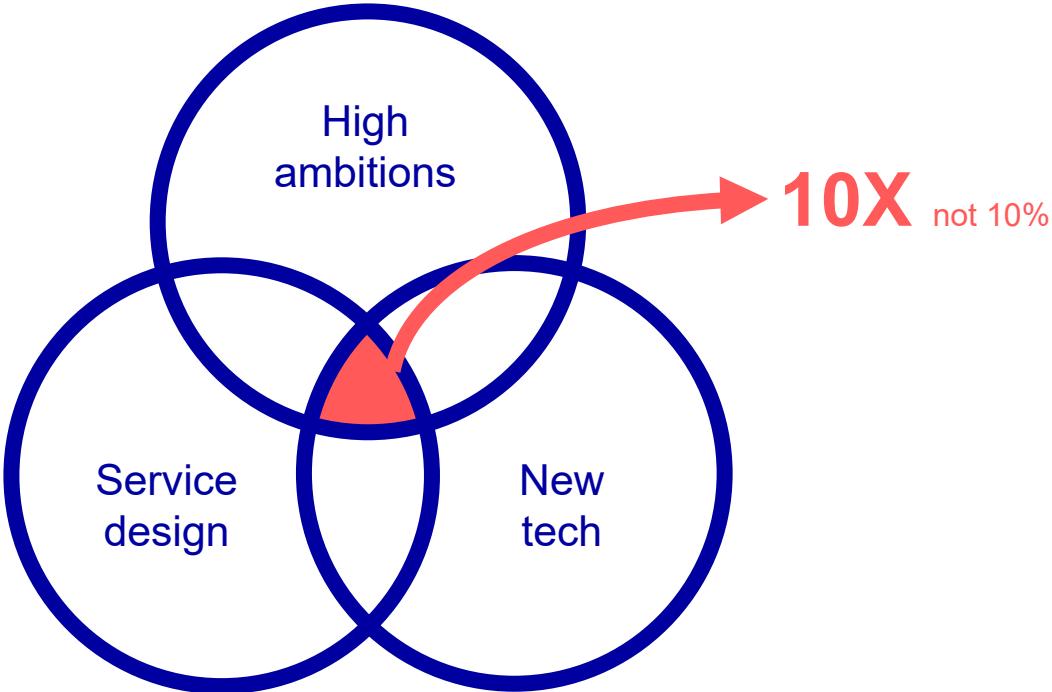
Data driven implementations proving value, giving new insights and building trust



Applications in production leading into the new game changing solutions/models



How to pick the right problems to solve



AI is currently infused to enable 10x across three key areas



INTELLIGENT DIGITAL CX

Deliver brilliant customer experience through virtual assistants, customized communication & predictive recommendations

Examples:

- Virtual Assistants
- Personalized marketing & product recommendations
- E-mail & phone routing and responding



SUPERPOWERED EMPLOYEES

Empower employees by reducing manual work, enabling data driven insights, automate decisions & have more fun

Examples:

- Speech to text transcription and analytics
- Suspicious trade detection
- Customer feedback analytics



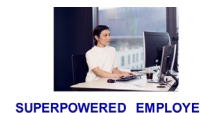
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Enabling automation end-to-end through segmentation, predictive decisions, pattern recognition, text analytics & smart ocr

Examples:

- Claims handling automation
- Credit / lending automation
- Underwriting automation

AI makes interactions faster, more relevant and convenient



AI gives superpowers to people who make AI better as well



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SUPERPOWERED EMPLOYEES



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AI in Trade Surveillance

Discover patterns that are almost invisible to the human eye

Few real cases

Very limited historical data

Unsupervised clustering models

Current benefits:

- Better detection rate lower risk
- Building learnings and trust to create next generation TS AI

AI in AML

Improving efficiency & flexibility by prioritising alerts before sent to humans

Many real cases

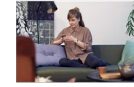
Accumulated historic data available

Random forest

Current benefits:

- Time saved for case handles enable them on important cases and refine more fine grained training data for next generation AML AI
- Synergies from humans and AI working together

AI technologies in combination enable instant banking end-to-end



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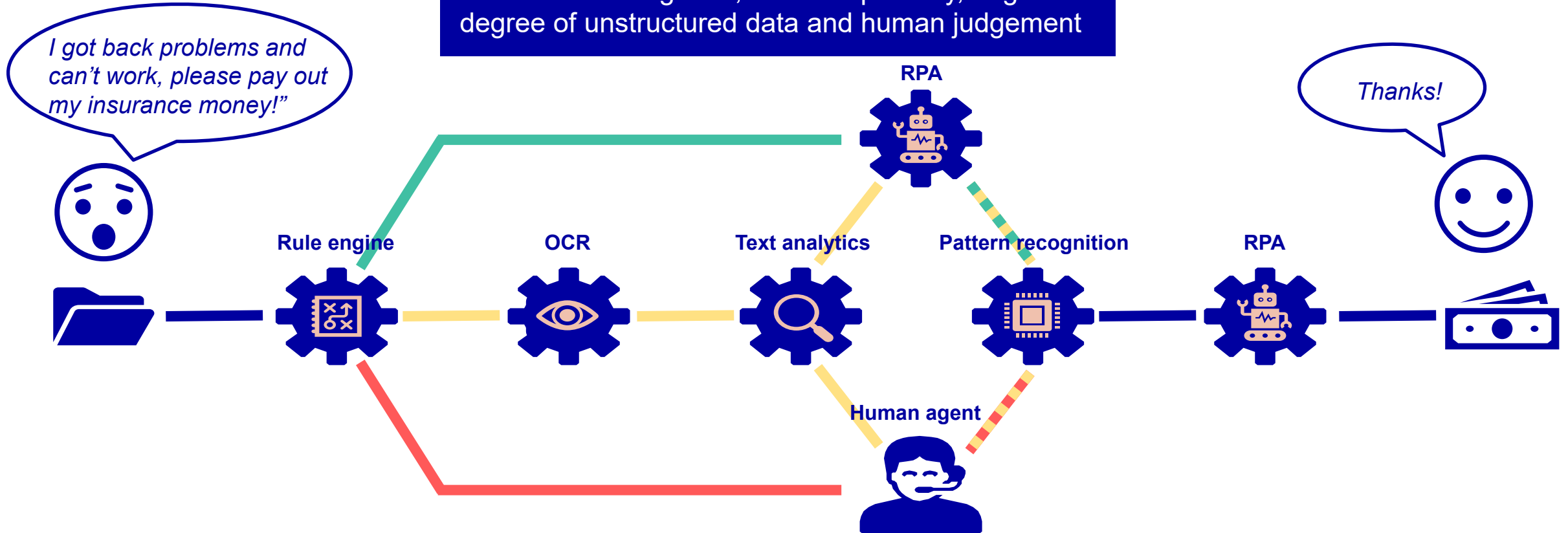
SUPERPOWERED EMPLOYEES



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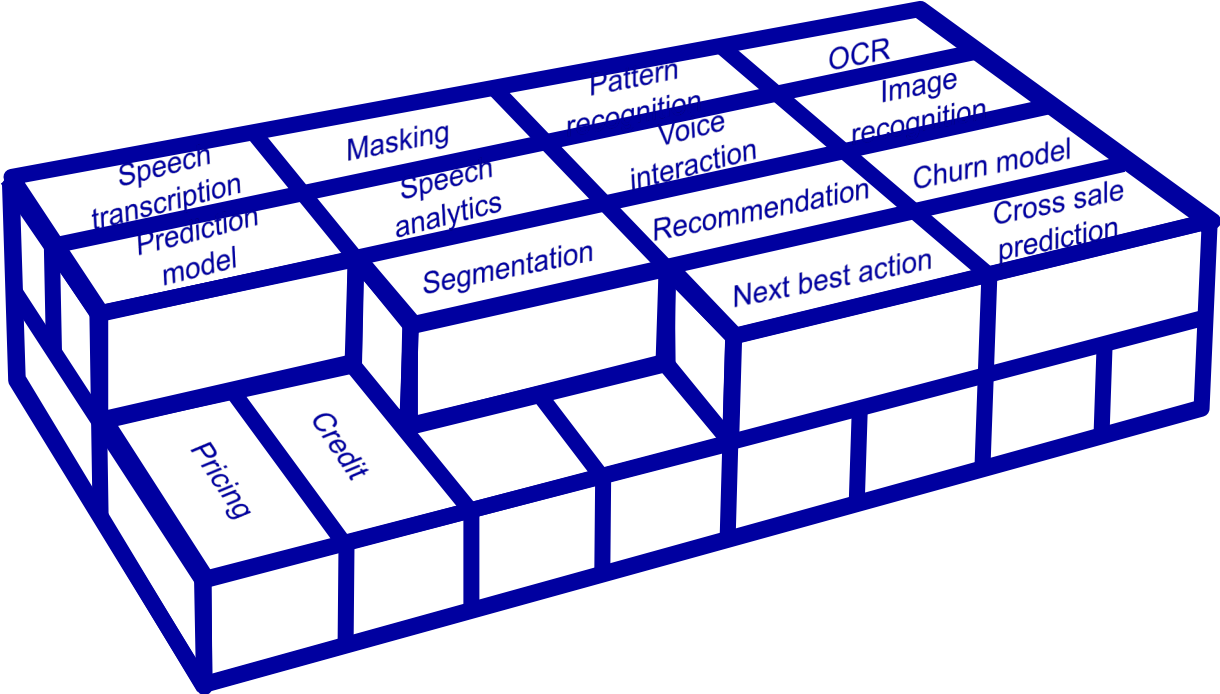
AI Claims handling

Re-imagining end-to-end process for time consuming insurance claims process with 2-3 months of waiting time, low transparency, large degree of unstructured data and human judgement

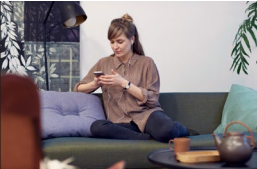


Modular thinking provides for combining AI applications to solve multiple problems

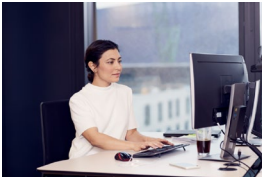
AI services



Use cases



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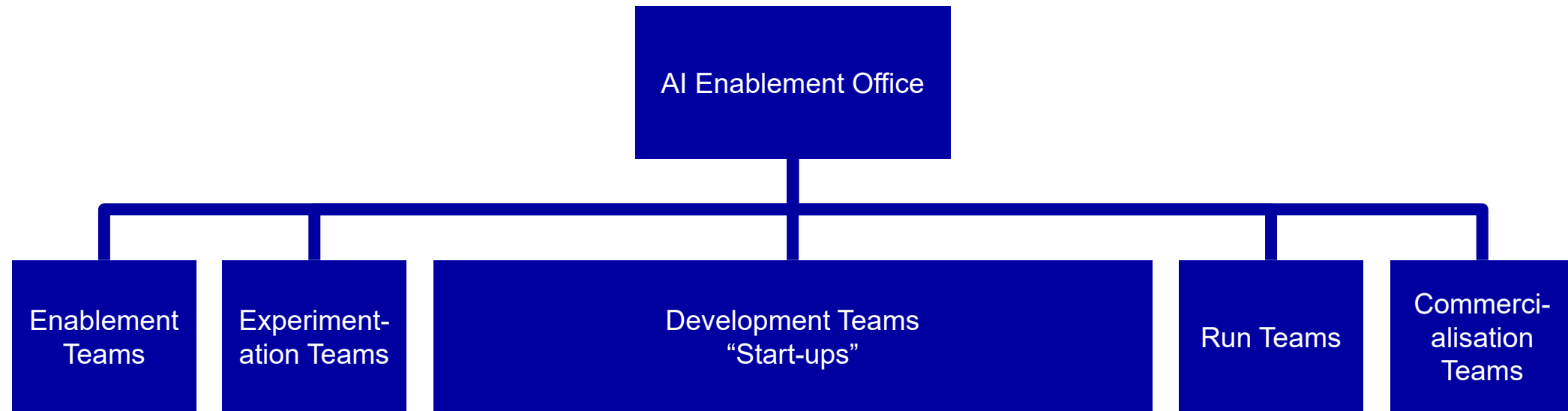


**SUPERPOWERED
EMPLOYEES**



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BANKING**

Organise like a start-up with start-ups and enough distance from business as usual



CHALLENGES

- Mindset
- Data
- Infrastructure
- Internal Processes
- Talent

LEARNINGS

- Spend time thinking & exploring
- Always think 10x
- Build trust in ML
- Mobilize for production at scale
- AI is about democratization