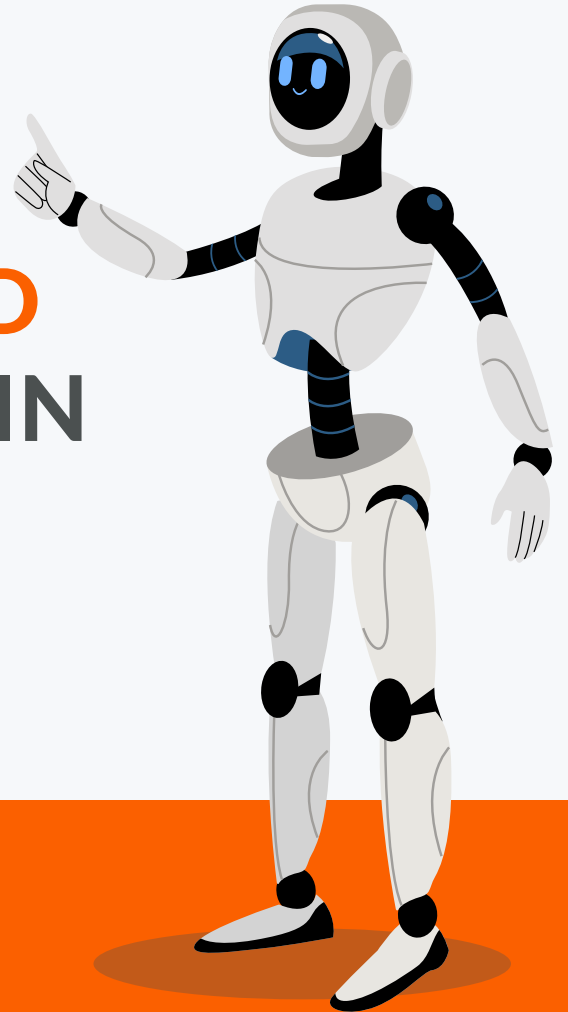

THE RISE OF AI-POWERED CUSTOMER EXPERIENCE IN FINANCIAL SERVICES



Chrissy Welsh Tiggeloven - UX Director
ING - Wholesale Banking Advanced Analytics





CHRISSEY WELSH

getting things done

HUMAN
A LITTLE SALTY

SCOTTISH
CITIZEN OF THE WORLD

MENTOR
ING, DELOITTE, PHILIPS & LADIES THAT UX

15 YEARS OF EXPERIENCE
IN DESIGN & LEADERSHIP

AWARD WINNER
IF DESIGN AWARD
HAMMERMAN AWARD

EXEC MBA BUSINESS
CUM LAUDE













**FINTECH
HEALTHTECH**
INDUSTRY EXPERIENCE

**CONFERENCE
SPEAKER**
24 CONFERENCES
8 COUNTRIES

CHRISTINE WELSH

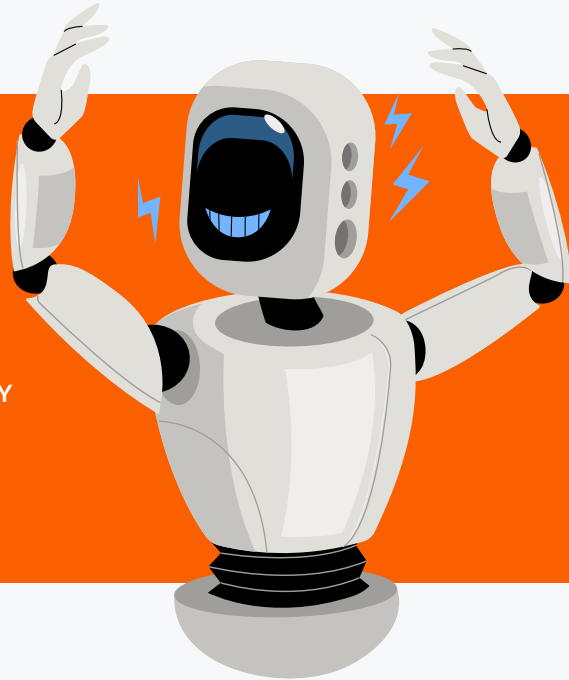
PRESENTATION AGENDA

-  = THE NOW
-  = THE NEXT
-  = THE PLAN
-  = THE TAKEAWAY

-  01 The dichotomy of AI and human experience
-  02 AI in personalized recommendations
-  03 AI in real-time fraud detection
-  04 AI as a work partner
-  05 AI as human content
-  06 AI trends
-  07 Challenges of AI in financial services
-  08 Opportunities of AI in financial services
-  09 Will our customers always be human?
-  10 What should the UX/CX profession do now?
-  11 TLDR: main takeaways
-  12 Questions?

THE DICHOTOMY OF AI AND HUMAN EXPERIENCE

The dichotomy of AI and the human experience revolves around the contrasts and interactions between AI and human qualities.



COGNITION VS. EMOTION

AI excels in logic, data processing, and pattern recognition, while humans bring emotional intelligence, empathy, and creativity.



CONSISTENCY VS. VARIABILITY

AI can perform tasks with high precision and consistency, whereas human performance can vary due to factors like mood and health.



LEARNING VS. UNDERSTANDING

AI learns from data through algorithms, often without understanding the context. Humans learn through experiences and can grasp abstract concepts and nuances.



EFFICIENCY VS. ADAPTABILITY

AI can process large amounts of information quickly and efficiently, but humans are more adaptable to novel and complex situations.

THE NOW

AI IN PERSONALIZED RECOMMENDATIONS

We are entering the area of hyper personalization in customer experience.

PERSONALIZED ADVICE

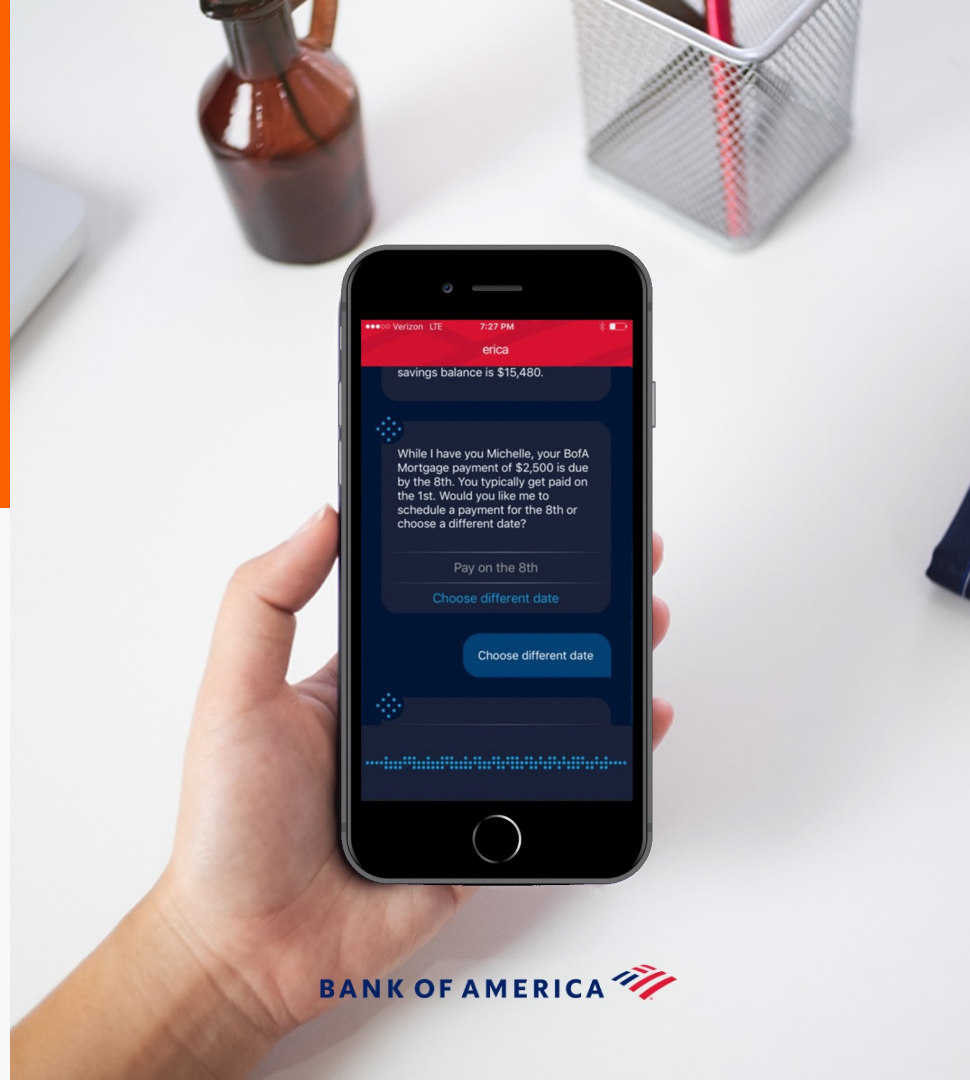
BANK OF AMERICA

ERICA - A virtual assistant will help you plan, save and invest smarter, and in a personalized way.

PERSONALIZED PRODUCTS

VIVID

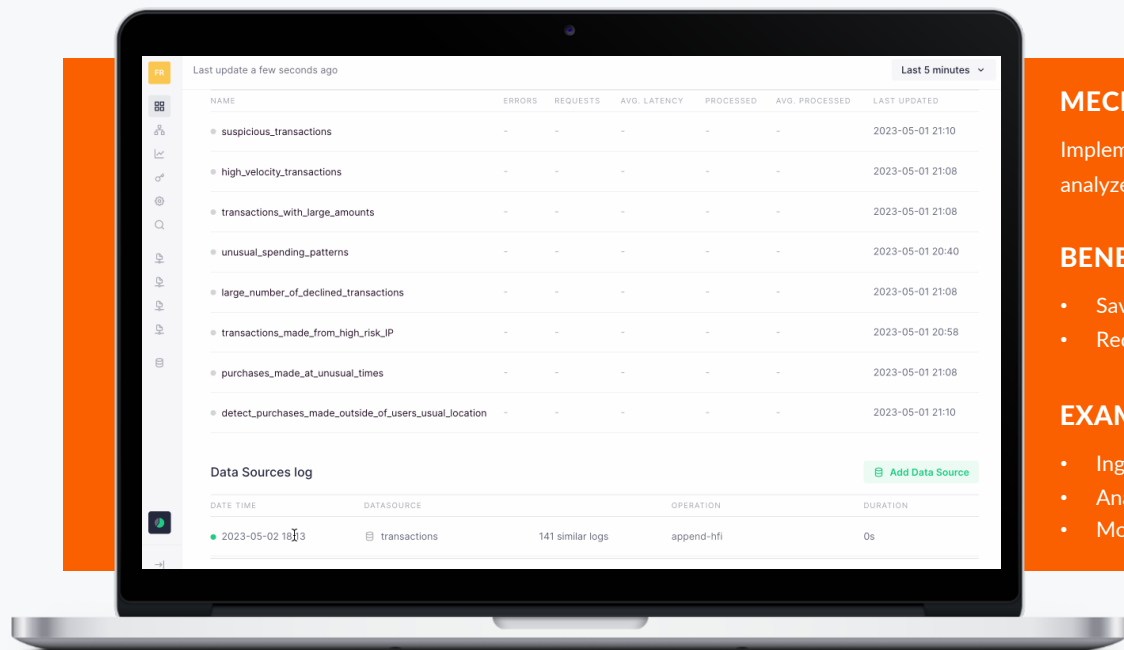
Vivid has a unique service for gamers that delivers them personalized cashback for their hobbies.



BANK OF AMERICA 

AI IN REAL-TIME FRAUD DETECTION

Real-time fraud detections systems can identify and halt fraudulent transactions by ingesting real-time transaction data streams, analyzing them for fraud, and exposing fraud risks, all within milliseconds after a transaction is initiated



MECHANISM

Implements **machine learning algorithms** that are designed to analyze behaviors and detect anomalies indicative of fraud

BENEFITS

- Saves costs from manual inspection
- Reduces theft/money loss due to speed of correction

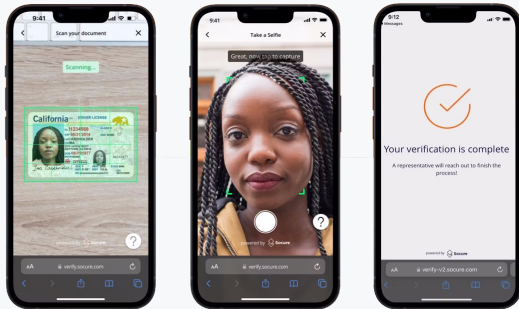
EXAMPLE: TINYBIRD

- Ingests transaction streams
- Analyze these transactions for potential fraud
- Monitors and act on your analysis in real-time

THE NOW

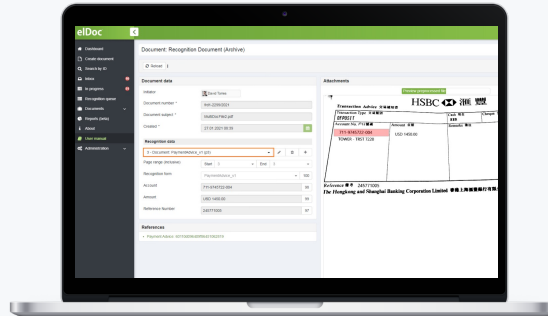
AI AS A WORK PARTNER

AI does not work to help people with task support



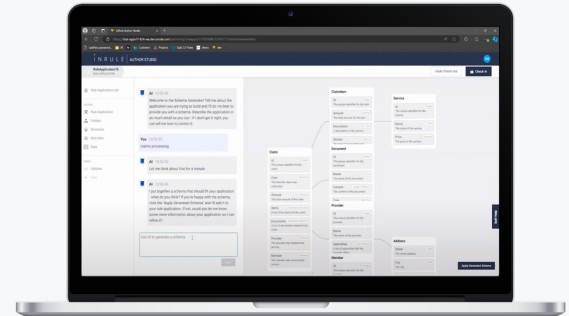
SOURCE ID - ID VALIDATION

Picture and ID Number checks and validations in real time.



ELDOC - AI DOCUMENT EXTRACTION

Scraping uploads for generative entry and evaluations



INRULE - CREATE & DEPLOY AUTOMATED DECISIONS

Use prompts to write your process steps and rules, then adjust it ready for deployment.

THE NOW

AI AS HUMAN CONTENT

Where the goal is to mimic human behavior

With the rise of generative AI and the security measures attached we are now seeing counterintelligence AI. AIs meant to write as human, pass human questions and design like a human.

PERSONALIZED ADS

Ads now generated not designed based on your criteria as a customer or potential customer.

UNDETECTABLE HUMAN STYLED CONTENT

Text and content designed to pass as human to try to bypass AI detection.



Start free trial

automated ad creation

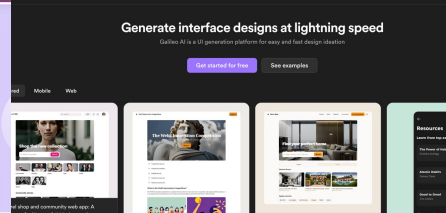
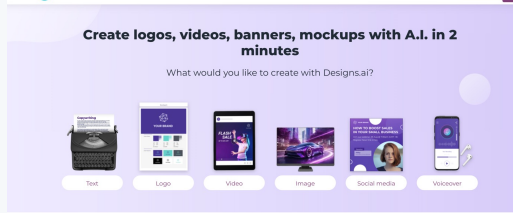
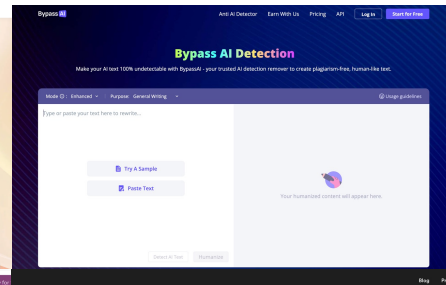
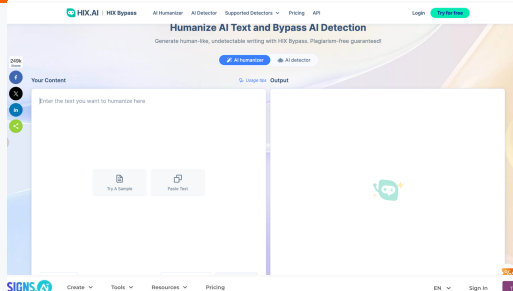
AI banner generator

Automate your banner creation process with our AI-powered banner generator and create customizable ad designs easily within our user-friendly interface. Speed up your workflow and achieve more in less time by generating banners with just a few clicks.

Generate your banners now



Mark Alexander



AI TRENDS

What's coming and the big changes we see



AI IN CUSTOMER SERVICES

- Increase in digital agents
- Increase in guided self service
- Increase in automation



AI AS CUSTOMERS

- We will start seeing the first AI Agents acting as customers proxy. AI could start requests based on their owners needs/wants.



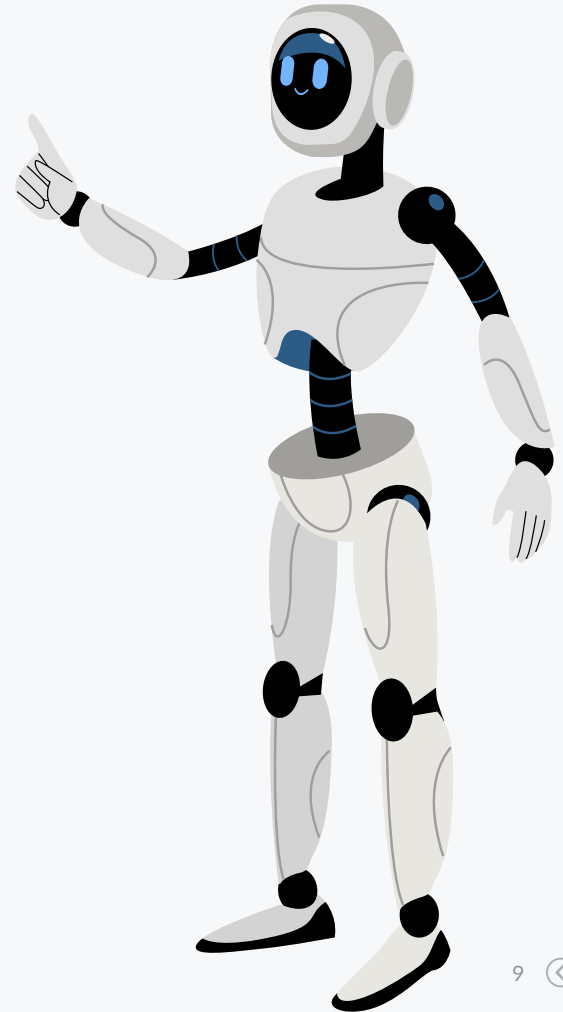
AI IN FORECASTING

- AI in financial predictions will increase
- Sophistication in financial models will be advanced and will be a differentiator for banks.



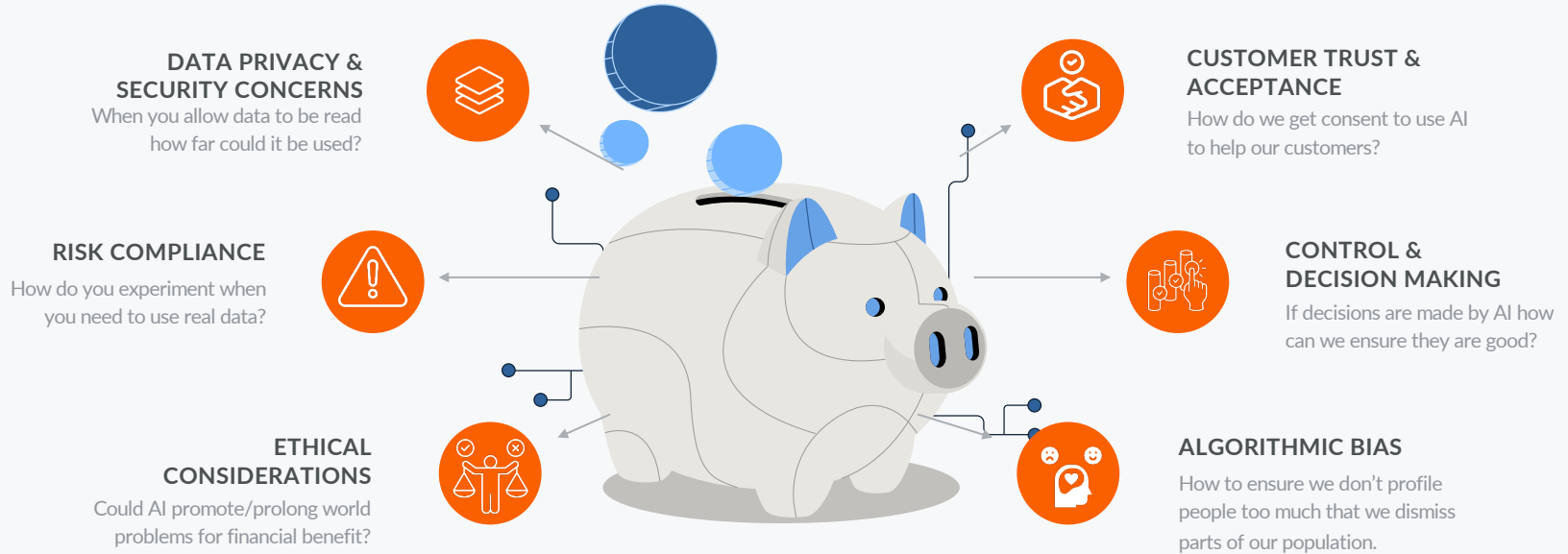
MORE AI JOBS

- AI content reviewers
- Data Scientists
- Data Engineers



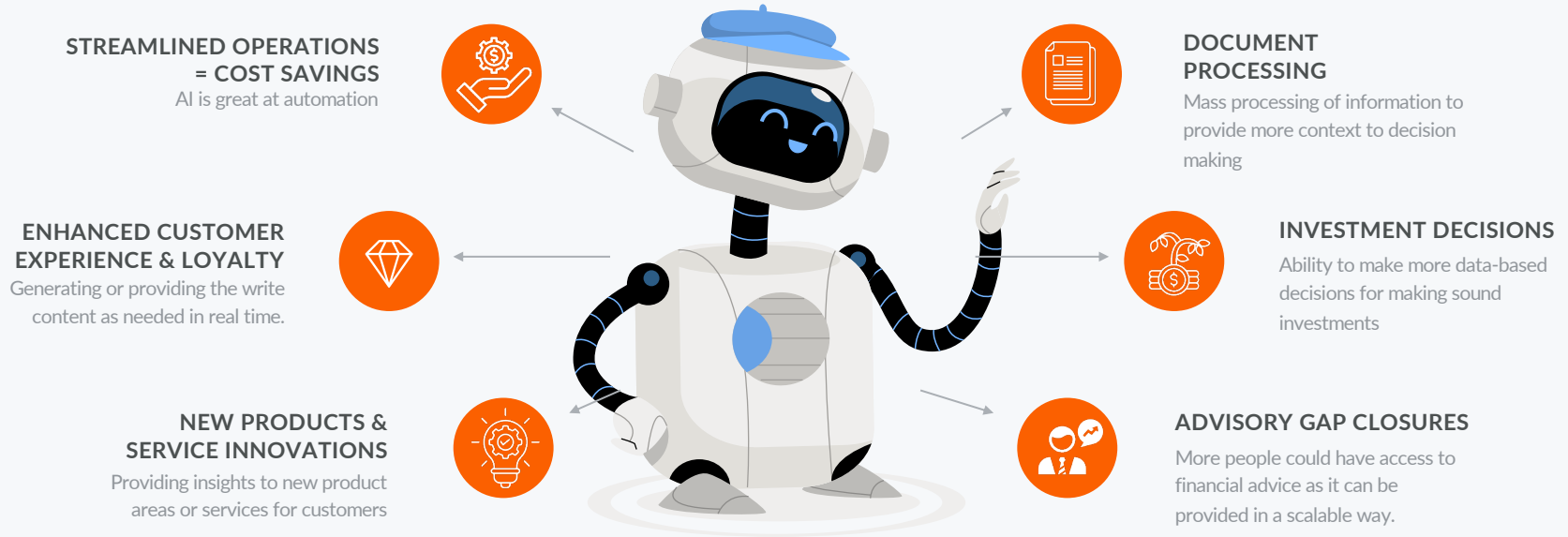
CHALLENGES OF AI IN FINANCIAL SERVICES

Not all the challenges financial services face but a small selection



OPPORTUNITIES OF AI IN FINANCIAL SERVICES

A small sample of opportunities in finance, in reality this list is much greater



WILL OUR CUSTOMERS ALWAYS BE HUMAN?

Short answer is no – a more detailed answer is below...



CUSTOMER AGENTS

More customer service service agents will put process requests into financial institutes.



CUSTOMER ADVISORS TOOLS

More advice will be served to customer advisors. Giving customer advisors extra and supplementary information to help clients will become normal.



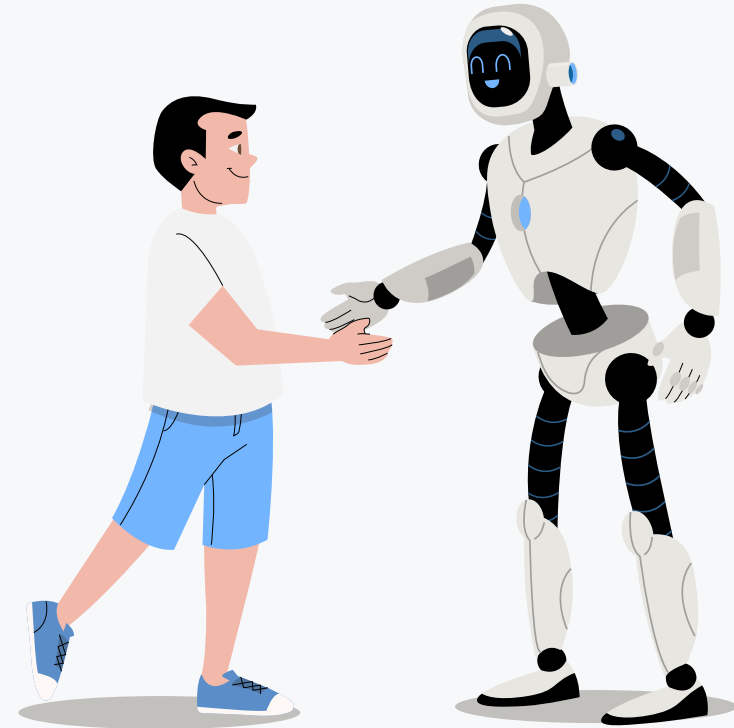
CUSTOMER PROXIES

AI acting and dealing on behalf of customers instead of account managers will become normal.



AI MODELS

The models themselves may act on the data with no human involvement as all.



WHAT SHOULD THE UX/CX PROFESSION DO NOW?

Some small ideas on where you should focus your efforts as CX/UX professional.



START USING AI HELPERS

Chat GPT, Galileo AI, DALLE start getting familiar with the suite of tools on the market.



GET COMFORTABLE WITH DATA

If you are not already start brining in the user data you have to start basing decisions off off. Opinion based design is dead.



ADD AI AS A CUSTOMER

Start to visual as a persona what an AI agent or customer would want and need from your product or service.



EXPERIMENT WITH PROMPTS

Writing is an art and less of a science. It can take practice to learn what al the prompts can do for your model so learing already now how to write these will lesson the learning curve later.



TLDR: MAIN TAKEAWAYS

In summary this is the top 3 points



AI IS HERE ALREADY, WHERE YA BEEN?

- Time to build with it
- To develop your skills
- To integrate with it



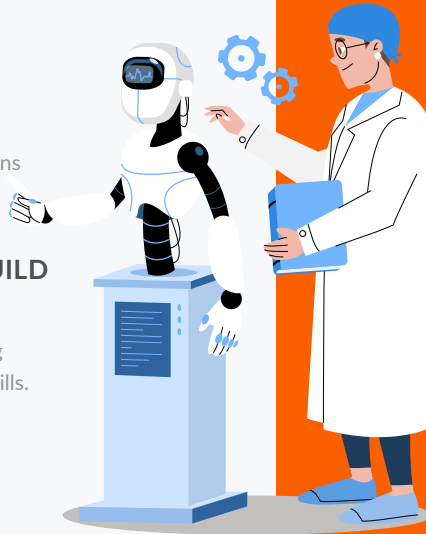
AI WILL BE A CUSTOMER

- Your AI customer will want data
- They will want integration
- This brings security, risk & ethical discussions



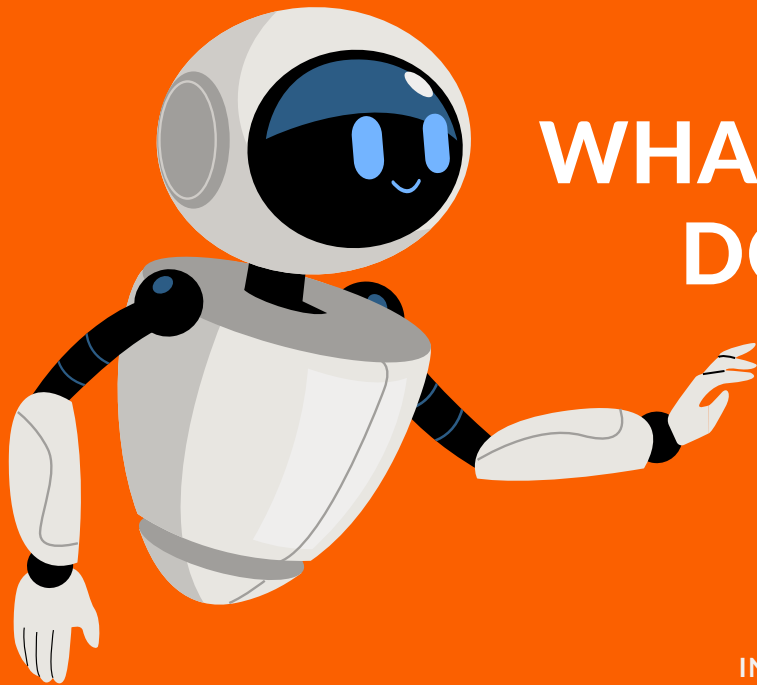
IT WONT MATTER WHAT YOU BUILD

- It will matter that you start.
- The AI Race has started – getting a winning idea will matter less than developing the skills.



“A LOT OF THE GAME OF AI TODAY IS FINDING THE APPROPRIATE BUSINESS CONTEXT TO FIT IT IN. I LOVE TECHNOLOGY. IT OPENS UP LOTS OF OPPORTUNITIES. BUT IN THE END, TECHNOLOGY NEEDS TO BE CONTEXTUALIZED AND FIT INTO A BUSINESS USE CASE.”

Andrew Ng



WHAT QUESTIONS DO YOU HAVE?

No, I wont use Chat
GPT to answer them...
though its tempting...

Chrissy Welsh Tiggeloven - UX Director
ING - Wholesale Banking Advanced Analytics
@chrissywelsh