



Big data and AI in Finance

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Case 1 - customer service and chatbots

Viljo-insurancebot <https://vahinkoapu.op.fi/>

The image shows a screenshot of the OP Vahinkoapu website and its chatbot interface. The website header features the OP logo and the text "OP Vahinkoapu". Below the header is a large image of a woman hugging a dog, with the text "Sattuiko vahinko? Ei huolta" and "Vahinkoavusta löydät ohjeet vahinkotilanteisiin sekä sinua lähellä olevat OPn kun...". A vertical orange bar on the left side of the image contains the text "Chat-asiakaspalvelu".

The chatbot interface is titled "Vahinkoapu chat" and includes a close button (X). It displays a message from the chatbot: "Kerro, piditkö chat-tuesta". The chat history shows three messages:

- 12:05:09 | Alma**
Sattuiko vahinko? Koulutamme Viljo-vahinkorobottia auttamaan sinua vahingon sattuessa. Viljo osaa parhaiten vastata kysymyksiisi, kun kysyt yhden asian kerrallaan mahdollisimman selkeästi ja lyhyesti. Mikäli Viljo ei vielä osaa vastata, saat apua tilanteeseesi asiakaspalvelijaltamme.
- 12:06:03 | Sinä**
kylpyhuoneen lattia tulvi
- 12:06:04 | Viljo**
Käsitin, että kysymyksesi liittyy toimintaohjeisiin vesivahingon sattuessa. Varmistaisin vielä, näyttääkö vettä vuotavan edelleen, vai onko akuutteja toimenpiteitä vaativa vuoto saatu päättymään?

Below the chat history are two orange buttons: "Tilanne akuutti" and "Tilanne ei akuutti". At the bottom of the chat interface, there is a text input field with the placeholder "Ymmärsinkö kysymyksesi väärin? Kirjoita 'apua', jos haluat asiakaspalvelijan avuksesi. Ohjaus asiakaspalvelijalle kestää hetken." and a "LÄHETÄ" button.

From chatbots to digital assistants

USECASES

Marketing automation and backoffice operations

Proactivity towards customer needs

Multichannel customer service

Support for branch personnel

Identifying and routing of customer service



TECHNOLOGIES

Robotics, software & physical

Chatbots

Image recognition

Speech recognition and control

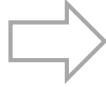
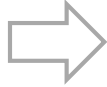
Machine learning

Internet of Things

Business Process Manager

It's about life – not banking

Seamless interaction



Alexa! Order me five Opera Specials from Kotipizza!

Sure thing, it will be 43,30€. But you don't have enough funds in your account. Would you like to use your credit card?

Yes, please!

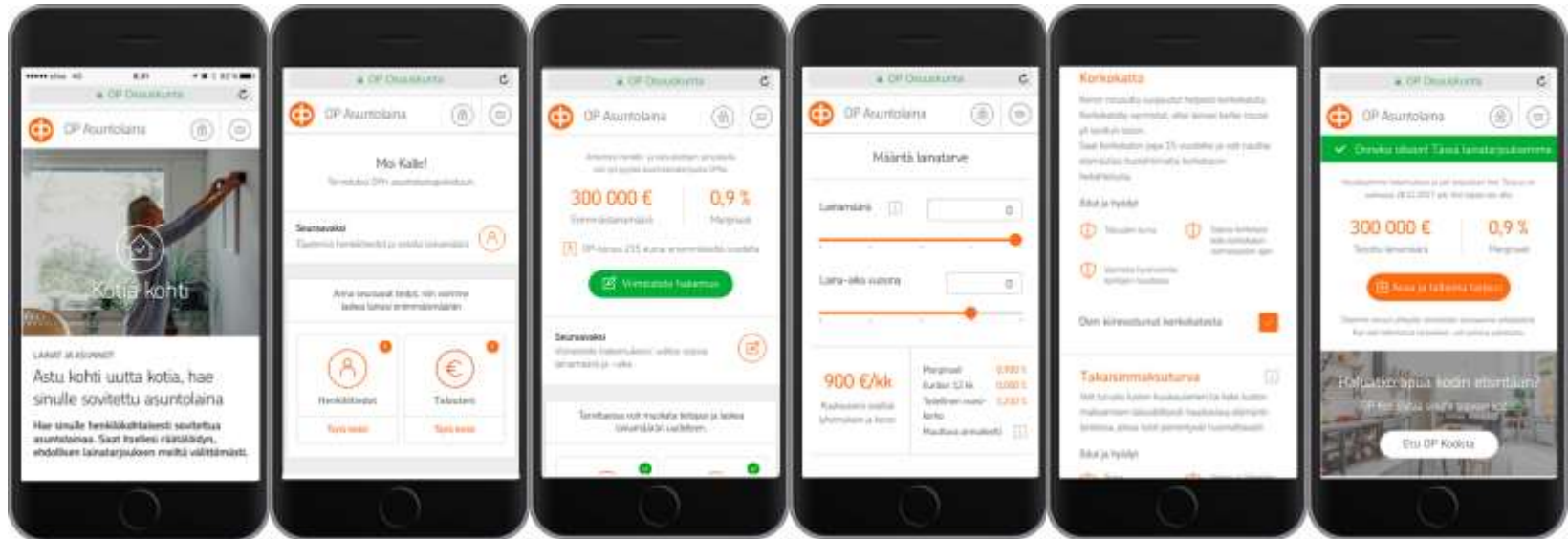
Do you want it to be delivered at your home or current address?

Right, I'm at my friends place, so use the current address.

Your delivery time is 45min. Enjoy!

Case 2 - automated housing loan decision

Customer data enables automated decision making to meet the customer expectations: **near real-time in the mobile channel**



Case 3 - Customer segmentation in OP

Customer's world
(Why...?)



Motives

Customer motivations towards products and services



Events of life

Major life events, moments and associated needs



Income (and wealth)

Income and wealth of the customer

Customer engagement
(When/where... ?)



Neighbourhood

Customer neighbourhood life style, demographics, general income, and future



Channel behaviour

Preferred channel and activity

OP's world
(What...?)



Present value for OP

How valuable is the customer today?



Potential value for OP

What is the full potential of the customer?



Customership

Which products/services, volume and profitability?

Micro-personalization - one size fits few

- Segmentation is a strategy, personalization the execution
- Micro-personalization is about creating a set micro audiences
- Enabled by layering hundreds of data points both from internal and external data sets: transactions, motivation, campaign, social media, events of life, search history, location, income etc.

