WORKSHOP
Arriving at a Common Definition of Conversational Banking
• Unblu is a **Swiss based company**, founded in 2008 with world wide reach.

• Our product: **Conversational and collaboration suite** for financial institutions.

• **120 implementation** in financial services

• Partnership with the **most popular front-ends in the industry**: Backbase, Temenos, Crealogix, Finastra, FIS, etc.

100% financial services

Retail & Corporate Banking, Private and Wealth Management, Insurance…
INTRODUCTION

What are the goals for this Workshop?

- Learn how banks could utilise their know-how to remain relevant in the new era of Open Banking and the role Conversational Banking will play.
- Discuss whether human advisory is becoming more relevant as banks become digital.
- Investigate what customer experience in financial services will look like in the future including the role of human, automated and hybrid resources.

WORKSHOP

Arriving at a Common Definition of Conversational Banking
CX challenges and opportunities with Open Banking
Challenges with Open Banking

- 3rd party access and increasing competition
- Higher customer demands
- Fragmented landscape
Opportunities with Open Banking

- Trust & know-how
- Customer guidance on digital channels
- Winner takes it all
Own and develop the relationship

Secure customer relationship for the long term
For that ...

... find the right balance between automation and human advice

<table>
<thead>
<tr>
<th>LIFE IMPACT</th>
<th>COMPLEXITY</th>
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<tbody>
<tr>
<td><strong>POTENTIAL IMPACT &amp; LOW SUPPORT</strong></td>
<td><strong>HIGH IMPACT &amp; HIGH COMPLEXITY</strong></td>
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<tr>
<td>Research on financial investments &amp; financial products</td>
<td>Long-term investments &amp; financial advice</td>
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<tr>
<td><strong>LOW IMPACT &amp; LOW SUPPORT</strong></td>
<td><strong>LOW IMPACT &amp; SUPPORT REQUIRED</strong></td>
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<tr>
<td>Transactions, payments or regular online/mobile banking activity</td>
<td>Support with daily operation, new products, etc.</td>
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“Describe the customer of the future”

Let’s think about...

- What do customers demand from banks on the new Open Banking era?
- What do customers expect from their financial institution: human, automated or hybrid experiences?
- Do customers want to continue talking to humans? About what? When?

“Describe the bank of the future”

Let’s think about...

- What are the main banking challenges to remain relevant with Open Banking?
- What is the impact on conversations and therefore on Conversational Banking?
- Human advisory relevance: Rising or dying with the digitalization? How banks should utilise and bring their know-how to digital channels?
Discussion highlights

- Customers want the bank to process information silently and get back to them with meaningful interactions.
- Customers don’t want black boxes, e.g. having to fill out a form without knowing what will happen with the data and when to expect an answer. They prefer a dialog / conversation.
- Millennials & Gen Z may act differently than what we expect. After all they are also “just” humans.
- It is expected that the bank analyses customer’s data and offer meaningful products or even offer a pre-approved loan due to past behaviour.
- Customers want to get the best deal with minimal effort.
Discussion highlights

- Face-to-face meetings will remain important, but the branch role will clearly change.
- Bots are not yet suitable for complex dialogs, but for narrow applications. They need to be able to recognize, when to hand over to a human to fulfill the customer's need.
- A great example for a successful bot use case is a concierge service that requests initial info from the customer, like name, email & intention to then forward to the right human.
- Split in the future: large banks will offer universal banking vs. small banks will concentrate on a niche to find a place in an overall ecosystem.
- Banks will become full service centers (not only for banking services) to stay meaningful.
- Bank of the future won't even be a bank, but a platform for customers without even knowing who's behind it. i.e.: Banks will not exist, only banking services will.
- Price increase at corporate banks if the human itself is taken away.
- Banks will have to be seamless and integrated everywhere.
How conversational banking could help?

The future of Customer Experience is **hybrid**.

Relationship Managers will be **bionic**.
A Conversational Interface

**One** scalable conversational **solution** for creating and keeping personal relationships.

- ✓ Cloud and on premise deployment
- ✓ No download required
- ✓ Mobile enabled (through the SDK)
- ✓ Works in harmony with your current infrastructure
- ✓ Integration with third party systems and messaging platforms
Unblu at a Glance

We bring the conversational dimension to your digital channels.

✓ A higher recommendation rate
✓ A higher share of deposits
✓ A greater likelihood that customers will increase their portfolio of new products and services from their bank
Unique conversational interface for a complex journey

Banks have to provide customers with a seamless experience throughout their online journey:

✓ From the public web to authenticated/secure channels

✓ From simple support to high-end advice use cases.

FROM TACTICAL TO STRATEGIC

- Call Center & Support Agents
- General Customer Care
- Inbound / Outbound Sales
- Personal Customer Care
- Wealth & Asset Management Advisors
- Advisory

LESS COSTS
MORE ASSETS

HOW WE HELP FIS

Banks have to provide customers with a seamless experience throughout their online journey:
Thank you for the discussion!

Feel free to contact me, luc.haldimann@unblu.com or our Sales Manager UK & Ireland sean.crouch@unblu.com to continue the conversation.