

OCTOBER | Discover how Data and AI are changing the way banks and insurers do business | Case studies: Orange Bank, Homeserve and more

AI & DATA IN THE FINANCIAL SECTOR

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Unlocking the future: How can Financial Institutions prepare themselves to scale AI?

WATCH Athena Sharma, Artefact's Director and Global Financial Services Lead in the UK, as she speaks at the **AI for Finance** event and explains the difficulties some financial institutions are facing with regard to the implementation of their AI projects, and the ways these barriers can be overcome.

1. Number one requires investing in core technology and data management.

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1. Number two involves implementing a future-oriented operating model.
2. Number three concerns proactively considering AI ethics and regulation.

"It's not how or if AI can add value to your business. It's about how you can embed AI in your day-to-day operations in order to remain relevant and competitive in a rapidly changing global marketplace," says Athena.

Read her article

AI for Finance: the annual summit powered by Artefact
Europe's most exclusive AI & Data event focused on the financial industry

1500 participants highlighting top AI use cases in financial services met on 20 September at the Palais Brongniart in Paris for the 4th annual summit.

Round Table with Artefact x Société Général Assurances x Shift Technology x Tessi: How to use the right data to improve client experience? **Watch**

Round Table with Artefact x Google x Arkea: AI & Data for Sustainability. **Watch**

Round table with Artefact x Arkea x Edenred: Data Acculturation in businesses. **Watch**

ORANGE BANK: Deployment of a full funnel, cross-device activation strategy enhances Orange Bank's data marketing

Orange Bank offers services designed natively around mobile uses so their 2.6 million customers worldwide can autonomously perform all operations from their app.

Their marketing challenge: enable subscription process management from start to finish on a mixed web and application path.

Artefact rapidly achieved their goal by:

Migrating analytics to optimize data collection, increase reliability and generate significant licensing cost savings,

Automating media tracking to improve cross-device audiences, conversion rates, and by renegotiating cost per lead (CPL) with media partners.

HOMESERVE: Using speech analytics to improve customer satisfaction

HomeServe is the world leader in home insurance services. When their clients have questions or emergencies, they overwhelmingly prefer to reach out by phone for a "voice" response.

To help HomeServe use AI to improve efficiency and customer experience in their existing phone channel, Artefact needed to demonstrate the value of speech analytics. In response, they analyzed use cases and developed microservices aimed at:

1. Refining understanding of customer contact root causes;
2. Detecting risks of non-compliance within sales calls.

Artefact is powering Call Centers with Artificial Intelligence.
By using virtual assistants with natural language understanding capabilities (NLP), customer service agents in call centers can become "augmented agents".

Read the article

eBook Data For Finance: Analysis from our data experts about the AI & Data impact on the Bank & Insurance sector

In this ebook dedicated to financial and insurance institutions, you'll discover:

Why embracing the cloud simplifies banking

How AI detects fraud more efficiently than humans

What the growing cybersecurity market is all about

How AI-powered chatbots are improving call centers

How we industrialize innovation in the Artefact AI Factory.

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