



20-Sep-2024

USA

Golden Nugget - LIVE!!!



North America

*Searching For AI - Bankers Bakeoff Case Studies*

# Apple FCU Revolutionizes Member Experience with AI

**AI Category Name**

Customer Service Agent Features

**AI Feature**

Customer Service Agent App

**AI Technology**

Large Language Models

GenAI

Machine Learning (ML) Algorithms

Apple Federal Credit Union has been a not-for-profit, member-owned financial cooperative since 1956. Apple Federal Credit Union realized their legacy on-premise phone system layered with “band-aid” point solutions hindered their ability to support their members. Talkdesk offered an AI-driven, the all-in-one cloud contact center they needed to drive innovation and focus on connecting with members. “There was a lot to appreciate about Talkdesk: great QM (Quality Management) that didn’t rely on Excel sheets, workforce management built straight into the system, and integrated member authentication tools.” said Nicole Safford, AVP MEMBER Solutions APPLE FCU. Using Talkdesk Financial Services Experience Cloud, our average speed of answer (ASA) decreased from 8.28 minutes in July 2020 to 5.17 minutes. Call abandonment rate was 26.1% decreased to 14.1% in 12 months. Hold time from 146 seconds to 103 seconds.

### Searching For AI Commentary

Love the quoted results and Talkdesk is doing good things in the call center.

**Start Internet Research - Original Story Link**

[https://infra-cloudfront-talkdeskcom.svc.talkdeskapp.com/talkdesk\\_com/apple-federal-credit-union-customer-story.pdf](https://infra-cloudfront-talkdeskcom.svc.talkdeskapp.com/talkdesk_com/apple-federal-credit-union-customer-story.pdf)

*Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at admin@searchingforai.com . Thank you.*

[www.searchingforai.com](http://www.searchingforai.com)



20-Sep-2024

Golden Nugget - LIVE!!!



USA

North America

*Searching For AI - Bankers Bakeoff Case Studies*

# Lemonade - Building Empathy and Connection Across Multicultural CX Teams w/ AI from Talkdesk.

## AI Category Name

Customer Service Agent Features

## AI Feature

Customer Service Agent App

## AI Technology

GenAI

Machine Learning (ML) Algorithms

Large Language Models

Lemonade's mission is to reverse the traditional insurance model and transform insurance into a social good. They make the process simple and transparent by charging a flat fee, paying claims rapidly, and giving back what's left to causes that customers care about.

Lemonade covers renters, homeowners, car, pet, and term life insurance. With headquarters in New York City, Lemonade has more than one million customers across the globe. Lemonade partnered with Talkdesk to provide excellent customer service, measure appropriate KPI's such as average handling time and length of after-call work, and to gain real time visibility into the availability of CX and Claim team members across global offices, which helps provide customers with after-hours support. "When people call us, they are usually quite anxious. Something bad has just happened to them—potentially a traumatic experience. In these situations, the team needs to provide a high level of empathy on top of walking through the solutions our customers require. Talkdesk helps us achieve an empathetic, knowledgeable response. The reporting features in Talkdesk help us keep track of every individual's performance. We can easily see their average handling time, talk time, how quickly they picked up the call, and the length of the after-call work. We use all these metrics for our efficiency targets. Stephanie Baszulewski Sr. Manager of CX Europe at Lemonade. Success yes...

## Searching For AI Commentary

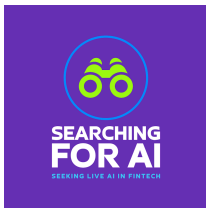
A good example of improving customer experience and doing it worldwide with Lemonade...

## Start Internet Research - Original Story Link

<https://www.talkdesk.com/customers/lemonade/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)



21-Sep-2024

Golden Nugget - LIVE!!!



USA

North America

*Searching For AI - Bankers Bakeoff Case Studies*

# Freddie Mac Advances Affordable Housing Goals and More than Doubles Analytics Productivity with AI

## AI Category Name

Data Analysis

## AI Feature

Loan Processing & Underwriting

## AI Technology

GenAI

In its mission to support affordable, adequate housing, Freddie Mac has applied AI to more than double its analytics productivity—enabling data scientists to scale. Freddie Mac found business intelligence and manual practices didn't scale effectively across 100,000+ customers and nearly four terabytes of data. The solution: The DataRobot AI Platform automates predictive analytics from data input to managing models in production—for faster insights that drive its mission of supporting affordable housing. The result: Data scientists have proven concepts 2–10 times faster, saved 1,700+ hours per project, and gained 2.7 times the productivity—speeding time to market and advancing affordable housing goals. "We've automated the stuff that data scientists didn't really like doing so they can focus on what really drives change. AI/ML has been critical in terms of the efficiency we've achieved by allowing us to scale massively." says Aravind Jagannathan, Chief Data Officer Freddie Mac.

## Searching For AI Commentary

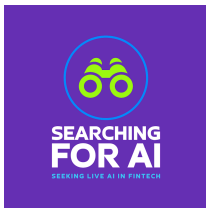
Datarobot is providing great AI solutions and this is a good example of behind the scenes use of AI by data folks... Research aided by AI...

## Start Internet Research - Original Story Link

<https://www.datarobot.com/customers/freddie-mac/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)



21-Sep-2024

Golden Nugget - LIVE!!!



Armenia

Europe

## Searching For AI - Bankers Bakeoff Case Studies

# How Lender Global Credit in Armenia a Fast-Growing Lender Minimizes Risk, Maximizes Revenue with AI

### AI Category Name

Lending Underwriting

### AI Feature

Loan Processing & Underwriting

### AI Technology

GenAI

Machine Learning (ML) Algorithms

Large Language Models

Global Credit balances risk and return as it harnesses AI to build a competitive advantage in financial services. Global Credit strives to navigate risk management processes while introducing new online products and services. The financial institution was compelled to act swiftly to maneuver complex regulatory environments, ensure compliance, and implement robust measures to prevent fraud. The solution: The DataRobot platform and experts amplify Global Credit's efforts, creating an accurate and trusted AI model that identifies unbanked individuals with lower probabilities of loan default, providing Global Credit with peace of mind. Success = The data team developed and deployed several high-impact models in eight weeks. As a result, they increased the loan acceptance rate — and revenue — while keeping risk at the same level. The company also understands which former customers are most likely to return, reducing the resources needed to acquire them. "We succeeded in increasing our loan acceptance rate, so we sell more while keeping risk at the same level. In addition to other demographics, we're serving unbanked individuals, giving them access to legal capital and a chance to build their credit history." said Tamara Harutyunyan Chief Risk Officer and Chief Data Officer

### Searching For AI Commentary

Golden Credit earns Golden Nugget... Armenia strikes with an AI golden nugget. First in in this awesome country, will start searching for more in Armenia...

### Start Internet Research - Original Story Link

<https://www.datarobot.com/customers/how-a-fast-growing-lender-minimizes-risk-maximizes-revenue-with-datarobot/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)



21-Sep-2024

Golden Nugget - LIVE!!!



Singapore

East Asia

*Searching For AI - Bankers Bakeoff Case Studies*

# Large Asian Bank DBS Focusing on AI - Harvard Business School Case Study

## AI Category Name

AI General

## AI Feature

N/A

## AI Technology

GenAI

Machine Learning (ML) Algorithms

DBS is a leading financial services group in Asia with a presence in 19 markets. Headquartered and listed in Singapore. They have used AI extensively since 2014 and Harvard wrote up an extensive case study on the bank. Great stuff. "The case study on DBS illustrates how AI technologies can potentially transform traditional industries, such as financial services, while driving value creation. By integrating AI into core processes, companies can unlock new potential for customer-centricity and operational excellence." says a Harvard resources. DBS has scaled the use of AI across all parts of the bank, embedding the technology into use cases to enhance customer experience and boost employee productivity. For instance, DBS leverages AI to generate hyperpersonalised nudges to enable customers to make better investment and financial planning decisions, provide relationship managers with deeper insights to better engage their customers, and develop tailored career and upskilling roadmaps to help every employee build long-term careers with the bank. DBS CEO, Piyush Gupta, said, "AI is shaping up to be an absolute game changer in the way we live and work. DBS has been working with AI for over a decade now, and in recent years, we've managed to industrialise the use of AI across the bank. We today deploy over 800 AI models across 350 use cases, and expect the measured economic impact of these to exceed SGD 1 billion in 2025, after sequential doubling in the last few years. More importantly, the infrastructure and governance framework we established during our AI journey have put us in good stead to unlock the potential of Generative AI while managing its emergent risks."

## Searching For AI Commentary

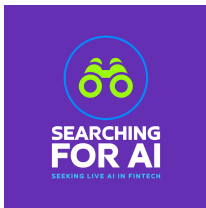
**Another transformation story. DBS is living the AI dream of the future and other FI's must do the same thing to survive... Harness AI everywhere.**

## Start Internet Research - Original Story Link

<https://www.prnewswire.com/news-releases/harvard-business-school-examines-dbs-ai-strategy-and-implementation-in-its-first-case-study-focusing-on-ai-in-an-asian-bank-302248738.html>

*Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.*

[www.searchingforai.com](http://www.searchingforai.com)



21-Sep-2024

Australia

*Searching For AI - Bankers Bakeoff Case Studies*

Golden Nugget - LIVE!!!



Indo Pacific

# CommBank Revolutionises Banking - Activating AI Factory w/ AWS

## AI Category Name

Employee Automation & Content Gen

## AI Feature

Employee General Automation

## AI Technology

GenAI

Machine Learning (ML) Algorithms

CommBank has taken a monumental step forward in its AI transformation journey by activating its state-of-the-art AI Factory in collaboration with Amazon Web Services (AWS). This pioneering initiative is poised to accelerate the adoption of Generative AI (Gen AI) across the bank, bolstering its position as a leader in AI innovation. The AI Factory will enable employees to conduct safe testing and development of AI solutions by providing the compute power required to fine-tune and train AI large language models (LLMs) at increased speeds. This will allow CommBank to provide hyper-personalised and contextualised experiences for customers and communities, more quickly and at scale. CommBank's Chief Data and Analytics Officer, Dr Andrew McMullan, said: "The collaboration with AWS marks a significant milestone in our commitment to driving digital innovation to deliver better customer outcomes and experiences, more quickly. By leveraging AWS's cloud infrastructure and latest AI capabilities, the AI Factory is set to accelerate the bank's development time for AI-powered initiatives by around four times compared to our current rate." "AI has been a strategic focus for CommBank for a number of years, with recent advances in Gen AI promising significant uplifts to improving customer experience and simplifying core banking operational processes." says bank exec.

## Searching For AI Commentary

**CommBank strikes multiple times with AI and AI training and tools for employees. Great example of GenAI in the workplace.**

## Start Internet Research - Original Story Link

<https://www.commbank.com.au/articles/newsroom/2024/09/cba-activates-ai-factory.html>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)



21-Sep-2024

Golden Nugget - LIVE!!!



USA

North America

*Searching For AI - Bankers Bakeoff Case Studies*

# Public Service Credit Union Reduces Agent-Serviced Calls by 24% in just 30 Days w/ Kore.ai

AI Category Name

Conversational Banking (Bots)

AI Feature

Chatbot - Customer Service

AI Technology

Large Language Models

Machine Learning (ML) Algorithms

Natural Language Processing (NLP)

Public Service Credit Union is a community credit union with 15 locations in the Metro Detroit Area. It is a full-service financial institution dedicated to serving members since 1952. With growth in customer volume, Public Service Credit Union began noticing increasingly stressed staff, longer hold times, and concern with offering the same level of high quality service they are known for. Their call center agents were: Too busy servicing repetitive questions and requests from members Unable to offer new, better member service add-ons. Solution: A voice enabled intelligent virtual assistant that integrated into the credit union's existing IVR system to provide conversational, personalized self-service options and around the clock support for their members. By streamlining many of the repetitive questions that the intelligent virtual assistant (IVA) now answers, PSCU successfully reduced the burden on their agents allowing them to focus more on outbound sales calls - without any significant cost. The PSCU team, with the help of Kore.ai's intelligent AI-based solutions - BankAssist and SmartAssist, was able to automate their contact center processes and reduce call volume by 25%. 70% call containment rate.

### Searching For AI Commentary

Public Service joins the chatbot revolution and earns results. Kore.ai is a leader within the chatbot platform service revolution, lots of case studies like this one for PSCU.

Start Internet Research - Original Story Link

[https://info.kore.ai/hubfs/1.%20Kore.ai%20Resources/Corporate/Case%20Studies/PSCU\\_Case-Study.pdf](https://info.kore.ai/hubfs/1.%20Kore.ai%20Resources/Corporate/Case%20Studies/PSCU_Case-Study.pdf)

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)



19-Sep-2024

1/2 Nugget - Customer  
BUT Not Live



UK

Europe

*Searching For AI - Bankers Bakeoff Case Studies*

# Preventing Customer Churn for a Multinational Bank w/ C3.ai

## AI Category Name

AI Sales Tools

## AI Feature

AI Sales Assist Tools

## AI Technology

GenAI

Machine Learning (ML) Algorithms

A leading multinational bank implemented C3 AI Cash Management to use cash balance and behavior to predict customer churn and detect customer rate sensitivity. \$2.3 trillion in assets. \$110 billion in revenue. 46 million customers. 200K corp customers. Client cash balances are highly volatile, making it difficult to distinguish between balance behavior indicative of true customer churn and cash fluctuations from normal business operating activity. As a result of the daily balance volatility, the bank would sometimes take unnecessary preventive action in the form of better interest rate offers or lower fees for a satisfied customer experiencing temporary cash fluctuations. C3 AI and the bank collaborated to deploy C3 AI Cash Management on the C3 AI Platform, integrating three years of historical data (deposit balances, transactions, product usage, revenue, credit information, and external market data) into a unified, federated data image. The software applies scalable, production-ready machine learning algorithms to produce human-interpretable predictions. To predict customer churn, C3 AI first worked with bank experts to develop an algorithm that retrospectively identified over 20,000 instances of permanent balance attrition over a 31-month historical period. In parallel, the team built over 4,500 time-based features to model the complexity of clients and their activity.

## Searching For AI Commentary

Interesting to use AI to find customers before they leave. This is a cool use of AI and very effective results.

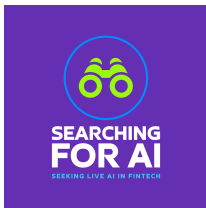
## Start Internet Research - Original Story Link

<https://c3.ai/customers/preventing-customer-churn/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)





21-Sep-2024

Think Piece - Worth A  
Look



India

India/Pakistan

*Searching For AI - Bankers Bakeoff Case Studies*

# Infosys Chairman Predicts AI Models will be Commoditized, w/ Value Shifting to Applications

## AI Category Name

AI General

## AI Feature

N/A

## AI Technology

GenAI

Nandan Nilekani, co-founder and chair of Infosys, predicts a significant shift in the artificial intelligence (AI) landscape. According to Nilekani, the future value of AI won't be found in the models themselves, but in the applications built on top of them. As AI models, such as large language models (LLMs), become increasingly widespread and commoditized, the real innovation and economic benefit will come from creating practical, enterprise-focused applications for specific use cases and regions. Nilekani's perspective highlights the evolving dynamics of AI, where companies are turning their attention from foundational AI models to enterprise-level solutions. This shift underscores the need for businesses to focus on real-world applications that deliver tangible benefits, moving beyond the hype surrounding AI models.

## Searching For AI Commentary

This is a GREAT think piece. And, becoming super obvious, duh, when you look at the body of SFAI case studies. Hundreds. Basic AI tech is a commodity already. The application of AI is where the productivity gains and associated vendor revenue is being generated.

## Start Internet Research - Original Story Link

<https://www.tradingview.com/news/invezz:ad4b557f3094b:0-infosys-chairman-predicts-ai-models-will-be-commoditized-with-value-shifting-to-applications/>

Bankers Bakeoff is provided by Searching for AI. If you have any issues or questions please email us at [admin@searchingforai.com](mailto:admin@searchingforai.com) . Thank you.

[www.searchingforai.com](http://www.searchingforai.com)