INTELLIGENT AUTOMATION

The Future Is Now For Credit Unions

AGENDA

GEEK SQUAD

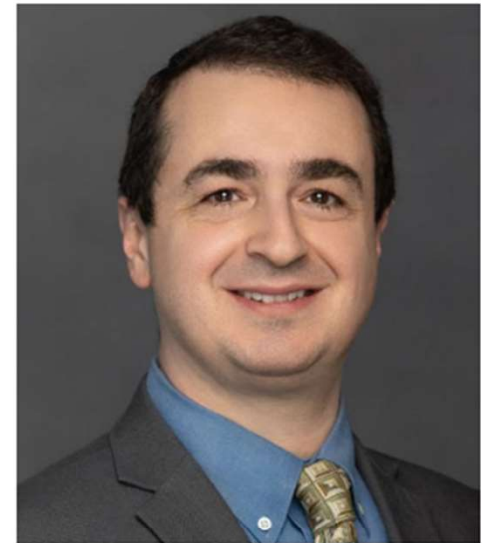Digital Transformation/Back Office Automation

VP - Advisory Services

Jesse McGannon

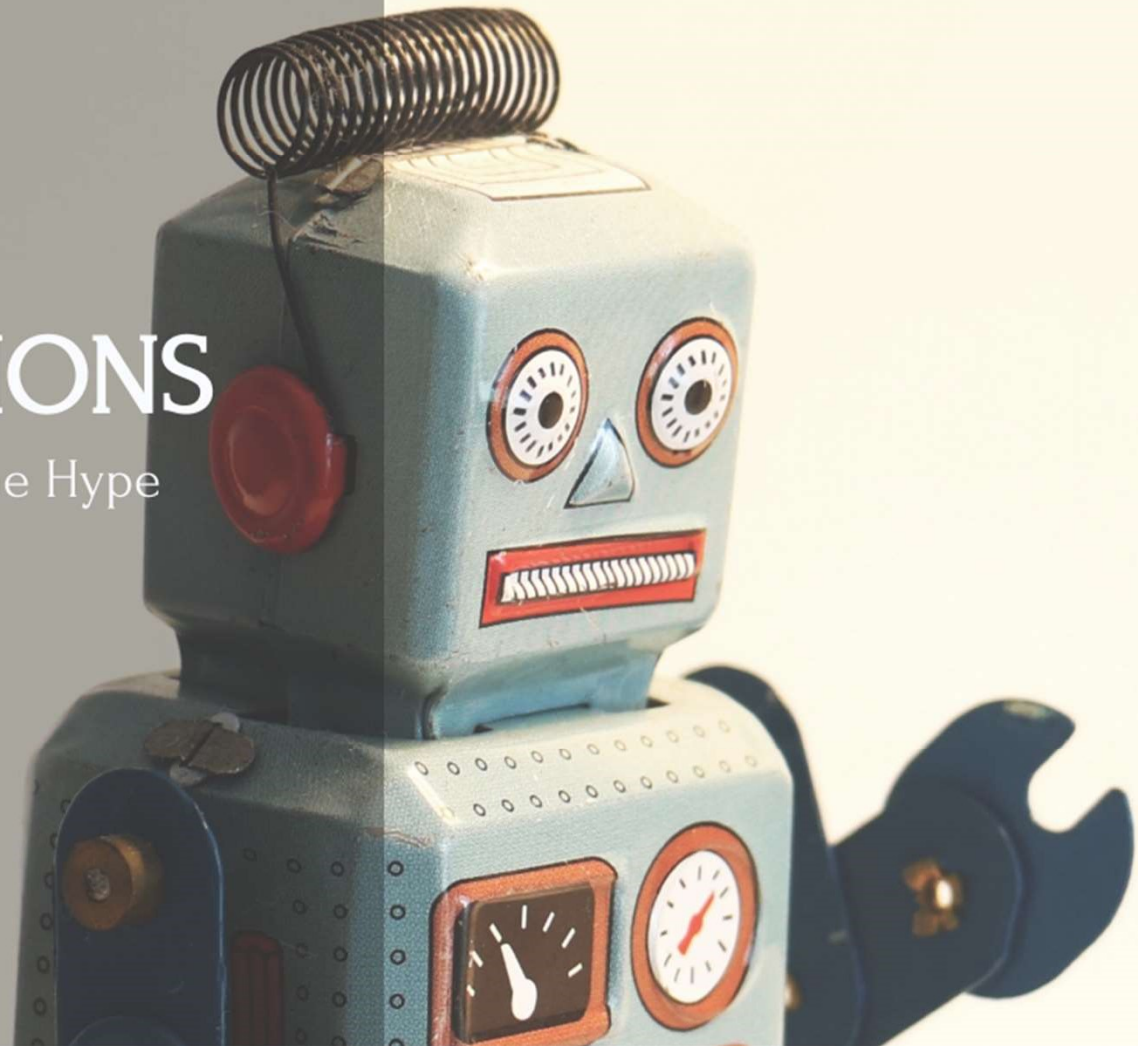**EVP - Digital Practice**

Michael Carter

EVP - Intelligent Automation

Fabio Santa'Anna

DEFINITIONS

Level Setting The Hype
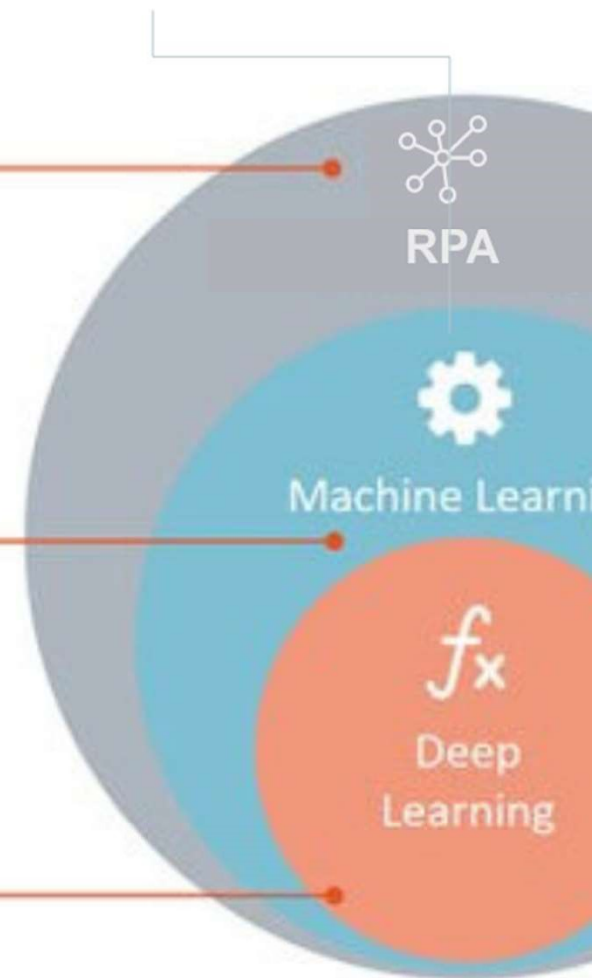
Robotic Process Automation

An application of technology, governed by business logic and structured inputs, aimed at automating business processes.

Machine Learning

Statistical methods enabling machines to act within a set of parameters to produce desired results; e.g., improved UX, analysis.

Deep Learning

Computations within multi-layered neural networks allowing machines to determine areas of need or focus then act accordingly.

RPA

Machine Learn

Deep Learning

WHY AI?

IMPROVE MEMBER EXPERIENCE

REDUCE COST AND RISK

EMPOWER STAFF

DEBUNKING MYTHS

01
Risky & Unproven

Not new; tens of thousands of proven use cases.

02
Too Much To Implement

RPA, machine learning, chatbot one-time investment $50K - $100K.

03
Too Much To Support

Ongoing cost 10% to 20% of original investment.

04
Eliminates Jobs

Frees employees to perform higher value responsibilities.

05
Must Have Scale

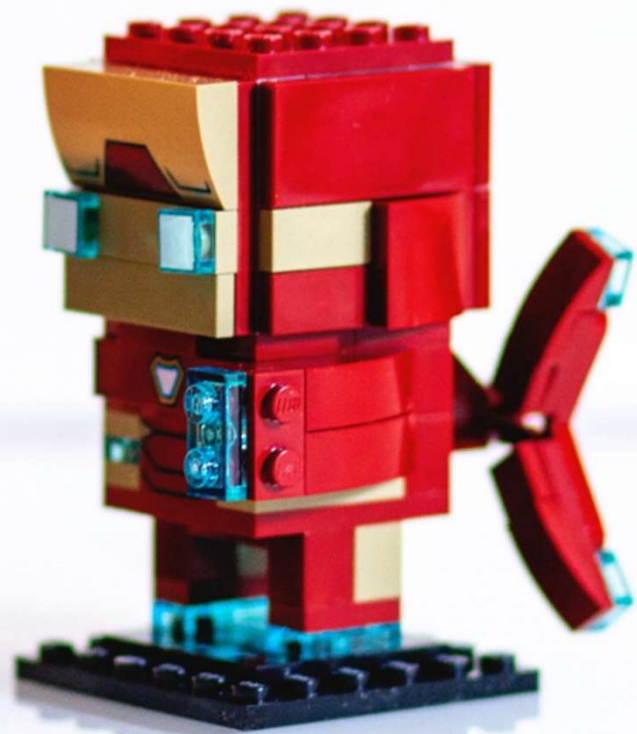Community-sized institutions using with impressive results.

06
Must Re-engineer First

Many processes can be automated as they are.

APPLICATIONS

Low Hanging Fruit

GENERAL FUNCTIONAL AREAS

EXTRACT DATA
Imaging Technologies

OCR (Optical Character Recognition) and ICR allow extraction of data from electronic images

AUTOMATE
Robotic Process Automation

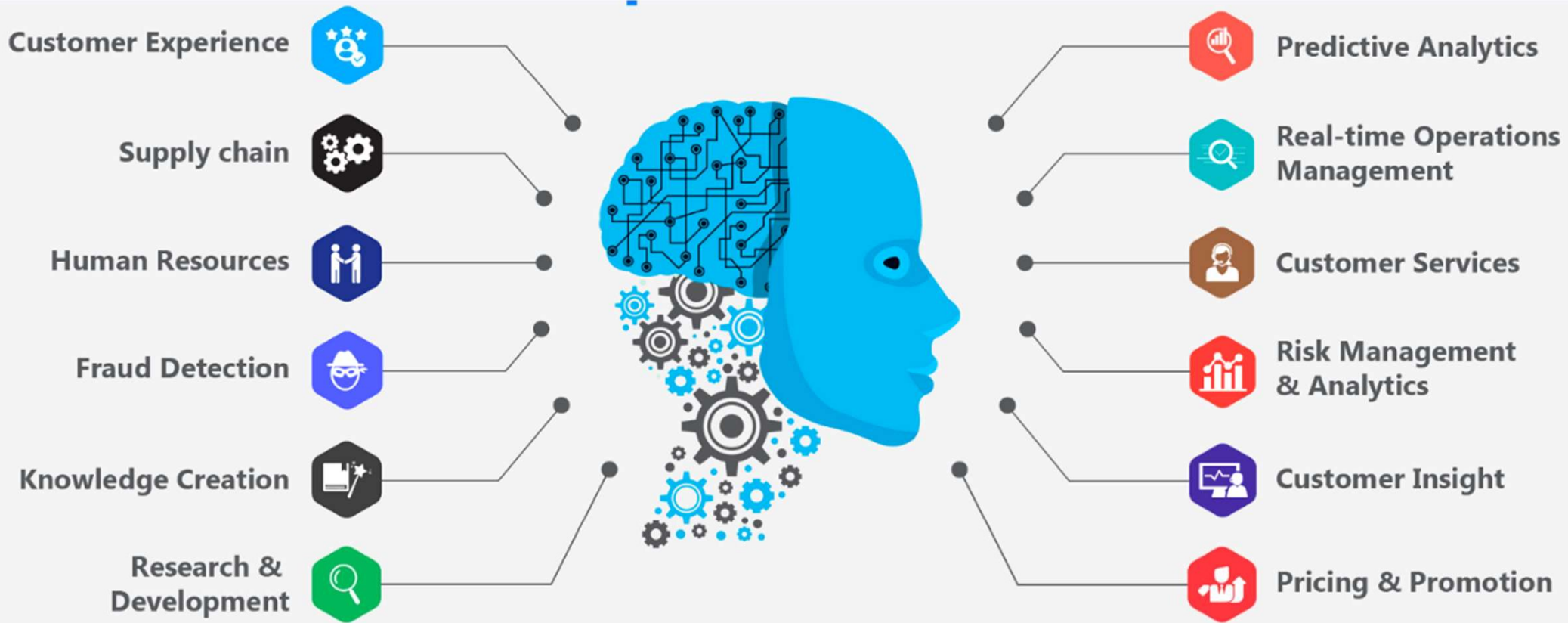Uses software to handle high-volume, repeatable tasks that previously required a human to perform

INTELLIGENT SOFTWARE
IWF/Machine Learning

Simulates human cognition processes to enhance ability to solve business problems

OPERATIONAL AREAS

Customer Experience

Supply chain

Human Resources

Fraud Detection

Knowledge Creation

Research & Development

Predictive Analytics

Real-time Operations Management

Customer Services
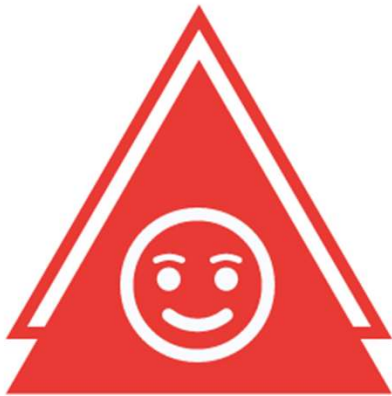
Risk Management & Analytics

Customer Insight

Pricing & Promotion

WHERE DOES AI FIT IN YOUR CREDIT UNION?

It Doesn't Cost A Bundle To Make Members Happy, Save Money And Make Staff More Loyal

Customer Experience

Speed Account Opening
Reduce Call Center Calls/Wait
Decrease Time Loan App/Disburse
Simplify Interaction w/Chatbots

Reduce Cost/Risk

Automate Reconciliation
Automate High Volume Doc Proc
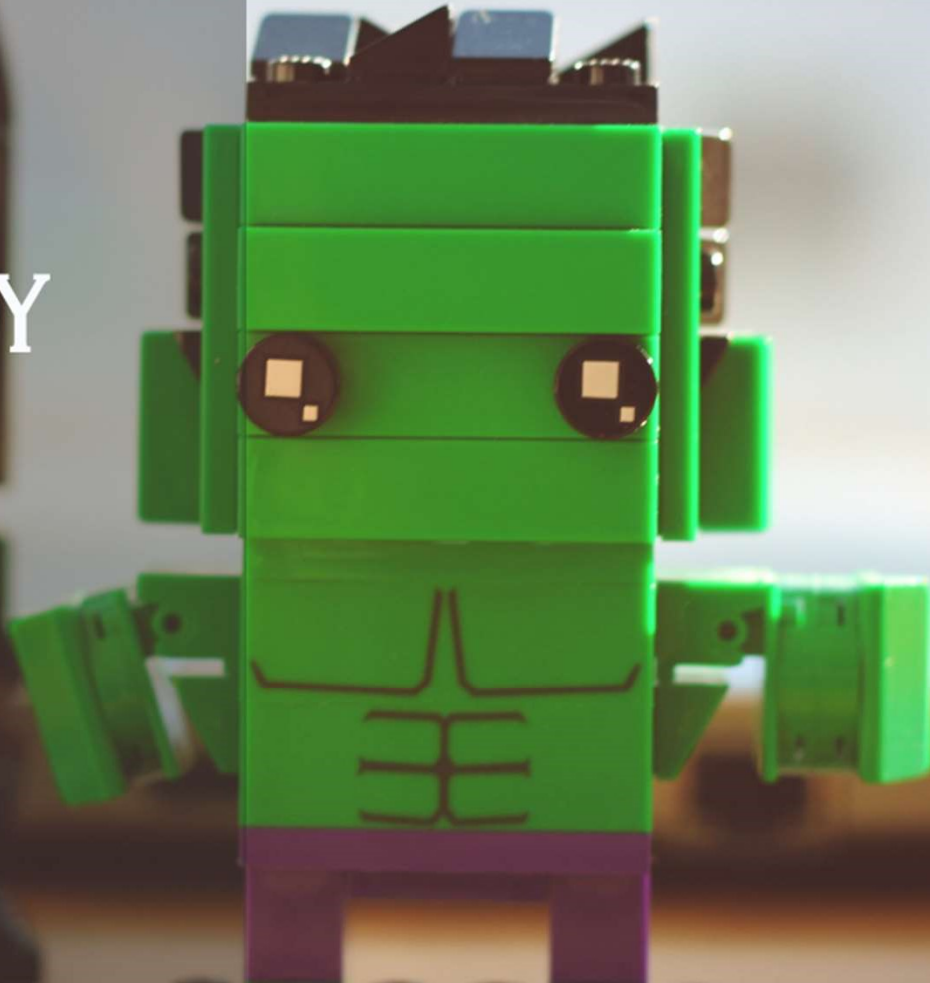Eliminate Key Entry Errors
Decrease Calls w/Chatbots

Empower Staff

Automate Repetitive Processes
Facilitates Policy/Process Look Up
Removes Need for Training

CASE STUDY
Show Me

LENDING

LOAN APPROVALS

Faster

OCR/MACHINE LEARNING

Better

ROBOTIC PROCESS AUTOMATION

More Efficient

VOICE ACTIVATED INTERFACES

Member WOW

FinTech MyBucks - 15-minute loan approval through What's App and Facebook

Largest institutions save up to 240,000 staff hours with AI-based loan processes

MERGERS AND ACQUISITIONS

DATA ENTRY

Automate entry previously done by humans

DATA MAPPING

Analysis and structuring of data during migration

DATA INTEGRATION

Organization of data and associated processes

DATA EXTRACTION

Automate extraction of data for various purposes; e.g., reporting

Reduced cost of mergers by 80% for $180 M asset credit union

CHATBOTS
New Digital Banking System

Chatbot platform becomes first level of member service calls

SMALL
Respond to queries

MEDIUM
Simple exchanges

LARGE
Complex exchanges

BINGO
"Since we launched the chatbot our first point of contact resolution has significantly improved. We saw a 50% reduction in requests being escalated to second level support"

Qs?