

Artificial Financial Intelligence™

Revolutionising how organisations financially plan
for and engage with their customers.





CUSTOMER ENGAGEMENT CHALLENGE IN A WORLD WITH COVID

Financial Institutions today:

Meet higher expectations of digital customer journeys

Move away from generic push product campaigns

Product: vertical, siloed manufacturing and distribution

Customer data: vertical and siloed architecture

Digital experience: legacy tech, lack of engagement, no insights

Engagement is one of the biggest challenges facing the financial services industry and now, more than ever, businesses are facing a need to incorporate new, digital ways of engaging their customers.

The COVID-19 Crisis and lockdowns across the globe have only emphasised just how critical it is for businesses to develop digitised and hyper-personalised ways of acquiring, communicating, guiding and advising clients.



ABAKA's POWERED NEXT BEST ACTION CREATES HYPER-PERSONALIZED CUSTOMER EXPERIENCES

ABAKA's AI NEXT BEST ACTION

Hyper-personalized digital experiences for customers' entire life journey

Build a customer centric product marketplace at scale

Product: AI recommendation engine, Next Best Action, Intelligent Nudges on your product marketplace

Customer data: holistic data ecosystem, other sources of data, personalised insights

Digital experience: personalized life journeys, beautiful omnichannel UI, API driven platform

\$1 TRILLION!

Global cost savings for the Banking industry by 2030 from leveraging AI

57%

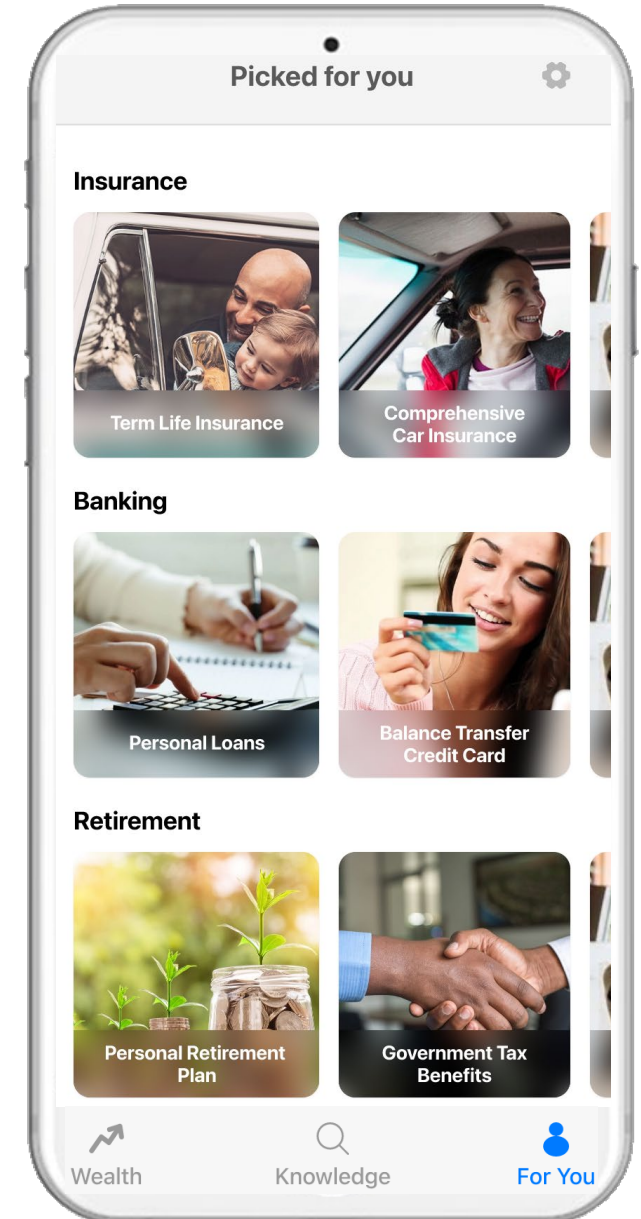
of bank executives who think AI & Analytics is their highest investment priority

Source: PwC Retail Banking 2020 – Evolution or Revolution

ABAKA's AI NEXT BEST ACTION

AI Next Best Action & Intelligent Nudges with personalized content feed & turnkey experiences

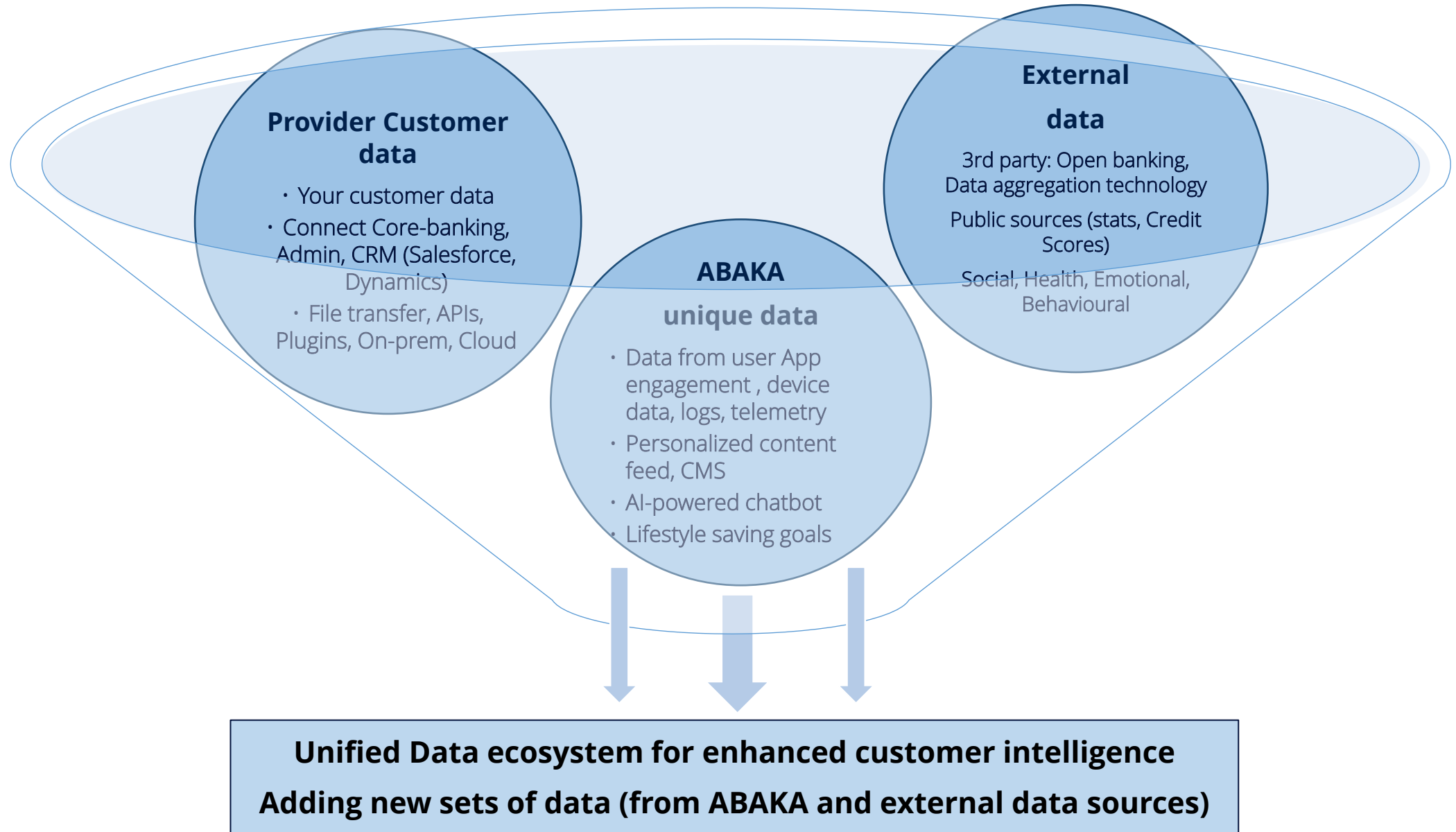
- Augment your customer data set with new sources of data
- Behavioural persona based segmentation
- AI-recommendation engine to predict what Next Best Action will resonate and activate a customer
- Incorporate your business rules and product catalogue
- Deliver it to the right people, at the right time, through the right channel
- With pre-built marketing templates and personalised content



Watch the video: <https://www.youtube.com/watch?v=CadtqIHjxoo&t=7s>

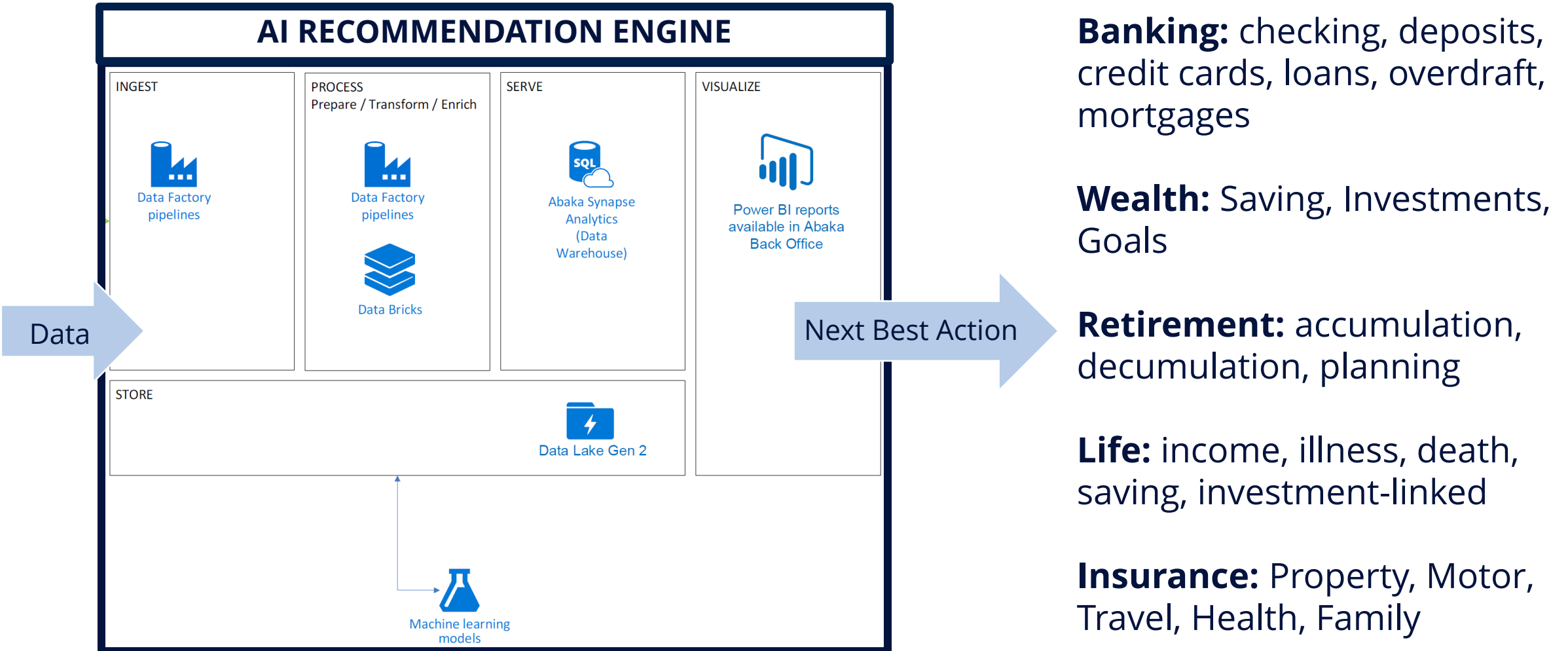


AUGMENTED DATA ECOSYSTEM



AI RECOMMENDATION ENGINE

Intelligence built across millions of customers, and broad range of products, on over 20 years of data



Banking: checking, deposits, credit cards, loans, overdraft, mortgages

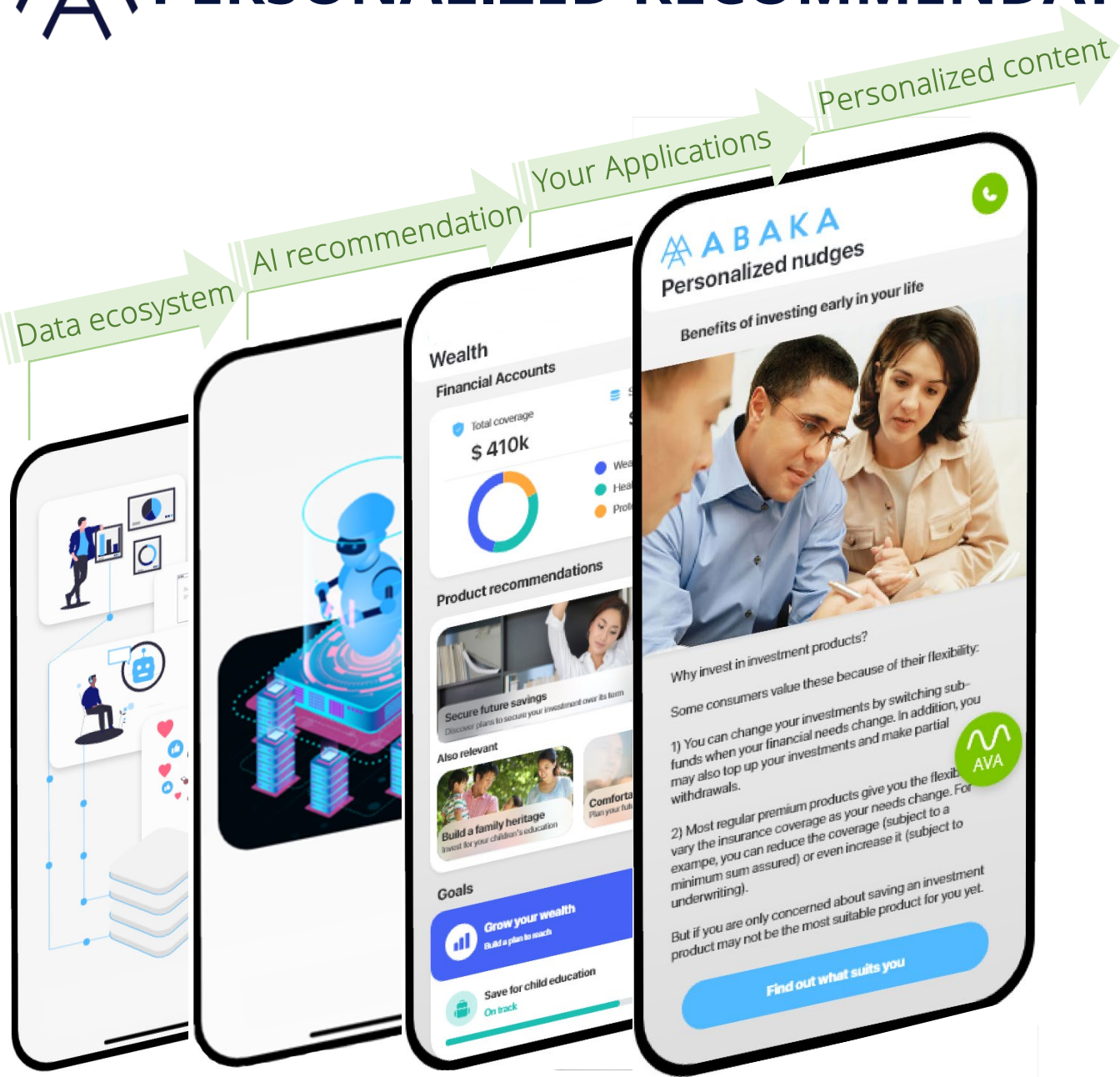
Wealth: Saving, Investments, Goals

Retirement: accumulation, decumulation, planning

Life: income, illness, death, saving, investment-linked

Insurance: Property, Motor, Travel, Health, Family

PERSONALIZED RECOMMENDATION WITH DIGITAL EXPERIENCES

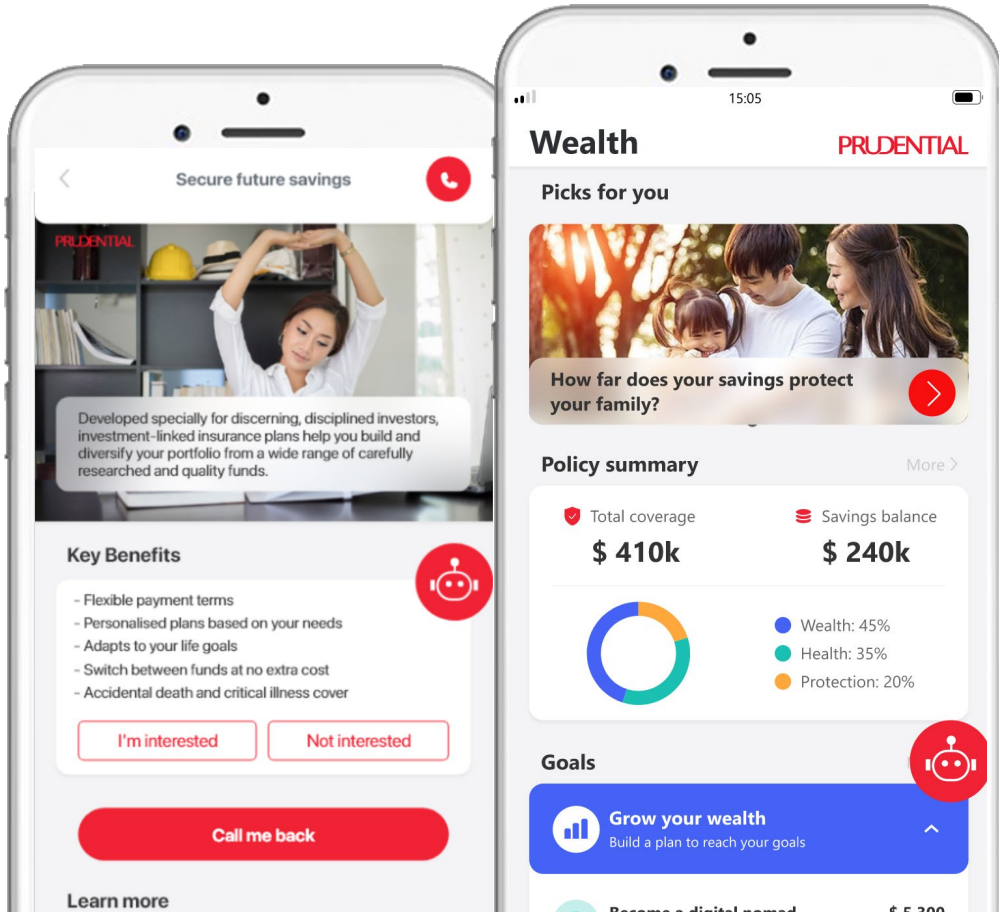


- Plug and Play, pre-packaged solutions, to get in production in a few weeks
- Feed of curated content: existing library of articles, videos, images, infographics
- Over 2500 pre-built template recommendations with turnkey end-to-end digital journeys
- Front end delivery: through webviews, APIs, white labelled App, intuitive UI
- Existing recommendations across products (banking, life, saving, insurance etc...)

AA CASE STUDY

WEALTH & LIFE INSURANCE

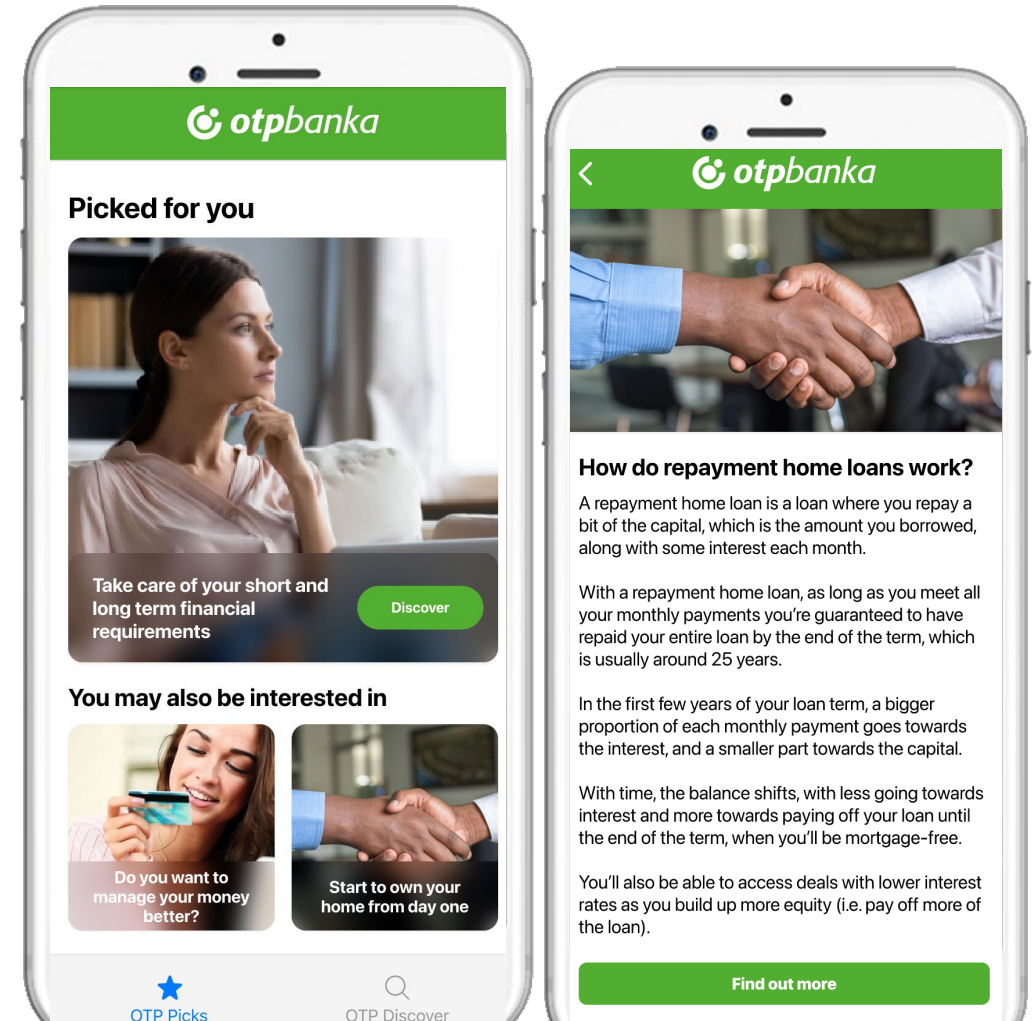
Hyper personalization drives engagement and deepens Prudential Asia's relationships with its customers: life and investment products recommendation over 6 countries and 25 million policy holders



BANKING



AI-powered Next Best Action for credit cards, overdraft, loans (car, house, cash or refinancing loans)





PROVEN SUCCESS METRICS FROM CUSTOMERS

INCREASE NET PROMOTER SCORE
BY 38%

INCREASE PRODUCT CONVERSION FROM
3% TO 31%

INCREASE ENGAGEMENT BY
500%

Customers recommendation	Best single product	Best top 2 products	Best top 3 products
Customer without purchase history (ABAKA AI model 1)	18%	25%	32%
Customer with purchase history (ABAKA AI model 2)	23%	30%	37%
vs. benchmark random selection (no AI)	0.36%	0.73%	1.1%

Sample of 1.4 million customer, with over 4 million products sold, over 20 years history. Model recommendation accuracy for prediction of purchase of next best product



ABAKA has proven track-record of delivering Enterprise level SaaS solutions to some of the World leading financial institutions

Some of our clients:



Some of our partners:



Want to know more?

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