

softserve

RETAIL BANKING INNOVATION WITH GENERATIVE AI

Prepared by SoftServe • August 2023

```
mirror_mod.use_x = False
mirror_mod.use_y = False
mirror_mod.use_z = True

#selection at the end add back the deselected mirror modifier object
mirror_ob.select= 1
modifier_ob.select=1
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob))
modifier_ob.select = 0
#one = bpy.context.selected_objects[0]
#two = bpy.context.objects[one.name]
print("please select exactly two objects")

class MirrorX(bpy.types.Operator):
    """This adds an X-mirror to the selected object"""
    bl_idname = "object.mirror_mirror_x"
    bl_label = "Mirror X"

    @classmethod
    def poll(cls, context):
        return context.object is not None
```

THE FUTURE OF RETAIL BANKING WITH GENERATIVE AI

In 2022, banking faced declining customer trust, particularly among younger generations. This distrust may intensify amid current economic challenges. Online banking continued its ascent, with high usage rates and a preference for digital interactions. Meanwhile, the rise of Buy Now, Pay Later (BNPL) options and Banking-as-a-Service (BaaS) partnerships demanded swift responses. Other emerging key imperatives for the banking industry include addressing environmental, social, and corporate governance (ESG) concerns, adapting to multi-channel customer expectations, reskilling an evolving workforce, and accelerating digital transformation.

KEY CHALLENGES

CROSS-GENERATION EXPERIENCE

Retail banks often encounter a challenging trade-off in crafting customer experiences (CX) across all generations. Each demographic, including boomers and zoomers, demands unique communication styles and personalized product offerings. Striving to accommodate the diverse preferences of all customers can be complex, leading to potential compromises in CX satisfaction.

STREAMLINE ONBOARDING = FAST CLIENT ACQUISITION

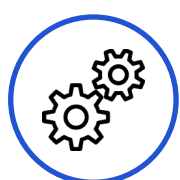
Retail banks find it necessary to create a seamless customer journey from the initial call to product consumption. By streamlining processes, such as Know Your Customer (KYC) forms, product selection, and scoring, banks can maximize automation to deliver a smooth and rapid customer experience. Simplifying these steps eliminates friction, reduces wait times, and enhances overall customer satisfaction.

COST OPTIMIZATION

Low profitability in retail bank products requires a rigorous cost optimization strategy. Balancing digital efforts across functions like compliance, support, advisory, and communication can serve as a significant reserve for investing in customer-facing operations. By automating and streamlining these internal processes, banks can reduce operational costs and reallocate resources to enhance customer-centric services. This approach improves overall efficiency and customer satisfaction, enabling banks to attract and retain clients even in the face of low-profit margins.

GENERATIVE AI BUSINESS BENEFITS

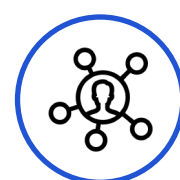
As customer expectations continue to evolve, Generative AI empowers retail banks to be agile, responsive, and customer-centric. Embracing this transformative technology unlocks a path to innovation, helping banks cultivate lasting relationships with customers and thrive in the dynamic landscape of modern banking. SoftServe suggests you consider some of the most promising directions for the near future.



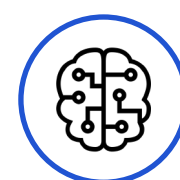
Automate tasks and scale processes



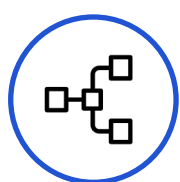
Reduce costs and increase efficiency



Enhance user experience and personalization



Accelerate product innovation



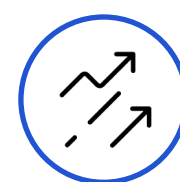
Optimize internal processes



Smart decision-making

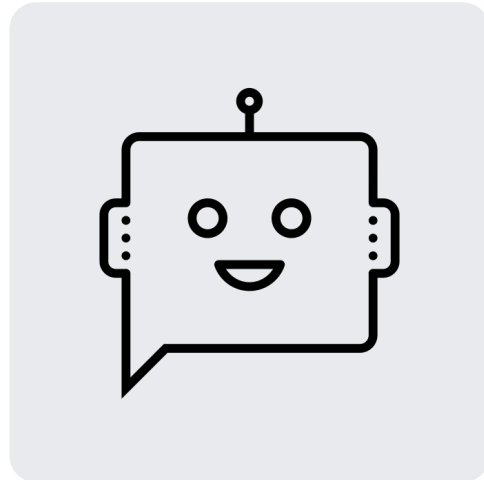
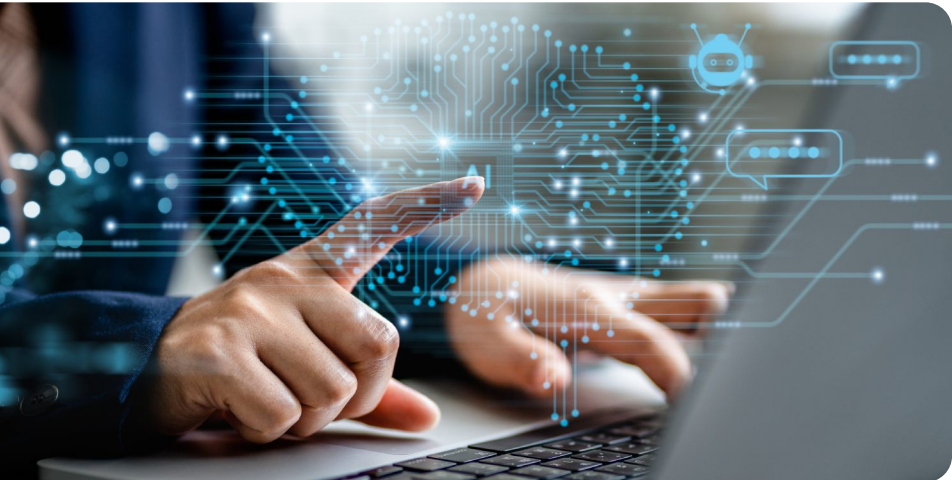


Improve customer satisfaction



Increase competitive advantage

MOST PROMISING GENERATIVE AI USE CASES



STREAMLINING ONBOARDING WITH AI VIRTUAL ASSISTANT

AI virtual assistant powered by Generative AI algorithms acts as a conversational interface, providing banking customers with a seamless and automated onboarding experience.

AI-DRIVEN PRODUCT EXPLANATION

Chatbot powered by Generative AI algorithms can serve as a virtual assistant, engaging customers in real-time conversations, answering their questions, and providing detailed explanations about various banking products and concepts.

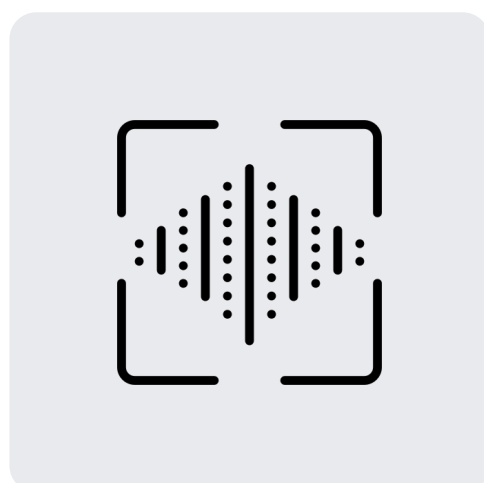
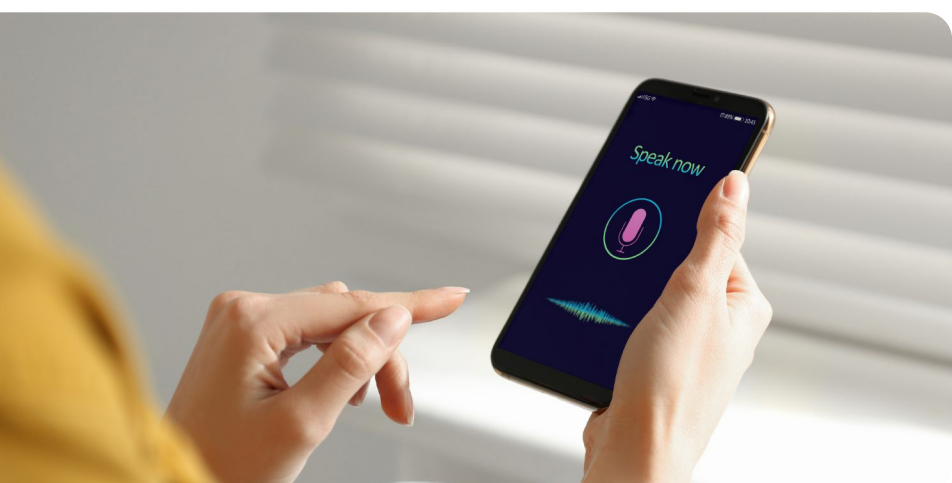
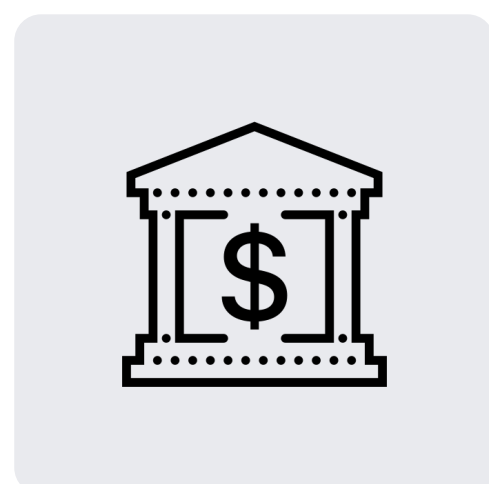


PERSONALIZED CUSTOMER ENGAGEMENT

The Personalized Engagement Generator tackles the challenge of crafting individualized messaging for banking clients. Using behavioral, transactional, and KYC data, this tool automates customer segmentation and message creation.

PRIVATE BANKING CO-PILOT

Private and commercial banking Relationship Managers (RMs) handle tasks like Customer Onboarding, Portfolio Review, and Market Intelligence.



GENERATIVE AI POWERED VOICE BOT

Bots can be used for different communication purposes, including offerings, reminders, verifying information, and collection calls. Collection calls can engage in automated, interactive conversations with banking customers.

GET STARTED ON YOUR GENERATIVE AI JOURNEY

LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH 3 OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe's defined [Generative AI adoption patterns](#) are designed to help you navigate the complexities of this emerging technology. SoftServe will help you select an appropriate adoption pattern or combination of them to build custom solutions that meet your business enterprise's unique needs. Expedite your journey on a path to a new way of productivity and creativity with SoftServe's Generative AI offerings, and position your business as an industry leader.



AI DISCOVERY

*From Interest to Discovery:
Generative AI Ecosystem and
Implications for My Business*

- ✓ Use Cases & Business Impact Priorities
- ✓ Data Quality & Availability
- ✓ Technology Trade-offs & Architecture
- ✓ Technical Feasibility with POC



AI LAUNCHPAD

*Launchpad to Innovation:
Evidence-Based Exploration
and Deployment*

- ✓ Generative AI Lab
- ✓ AI Launchpad Program for Rapid Experimentation
- ✓ Value Stream Mapping & Use Cases
- ✓ POC/POV Pipeline



AI ADOPTION

*From Insight to Impact:
Rapid Scaling and Adoption
in My Organization*

- ✓ Generative AI Adoption Roadmap
- ✓ Technology Strategy
- ✓ Data Strategy
- ✓ Change Management & AI Governance

- ✓ Generative AI Solution Development
- ✓ Generative AI in Product & Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique business enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your business enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners. Visit us at our [Generative AI website page](#).

YOUR PARTNER FOR THE FUTURE

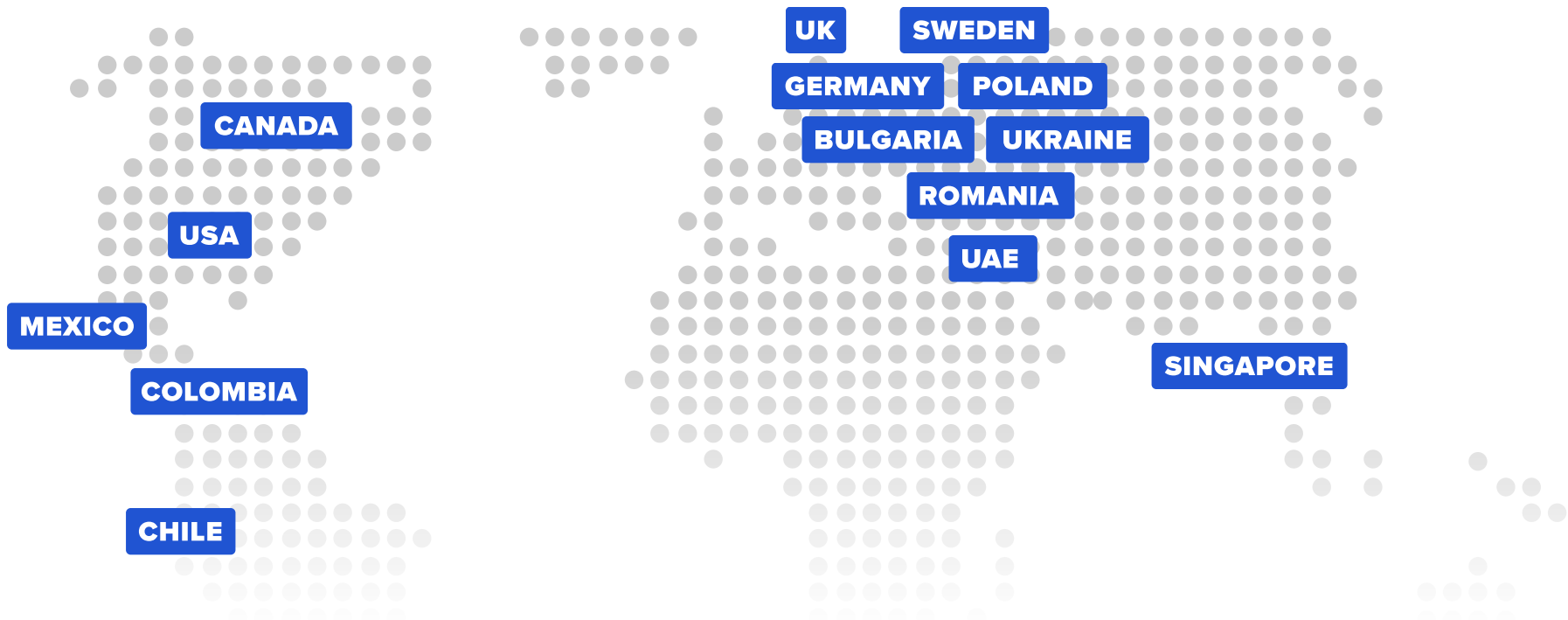
DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

30 Years of Experience

98% Client Retention

14 Countries of Operations

58 Offices Worldwide



GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

120+
GCP Enabled Customers

690+
GCP Certified Resources

100+
Data Science Experts

3
Anthos Fellows



AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

500+
AWS Certified Resources

100+
AWS Certified Solution Architects

50+
AWS Professional Certifications

11
AWS Competencies



MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

250+
Azure Certified Professionals

19+
Years as a Microsoft Partner



NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

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DEEP TECHNOLOGY EXPERTISE IN AI/ML

**HUMAN-FIRST APPROACH TO DESIGNING
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS
WITH CLOUD SOLUTIONS PROVIDERS**

LET'S TALK



BUSINESS OPPORTUNITIES

Some of the more specific use cases where we envision Generative AI can be a game-changer in the world of retail banking can be found below.

