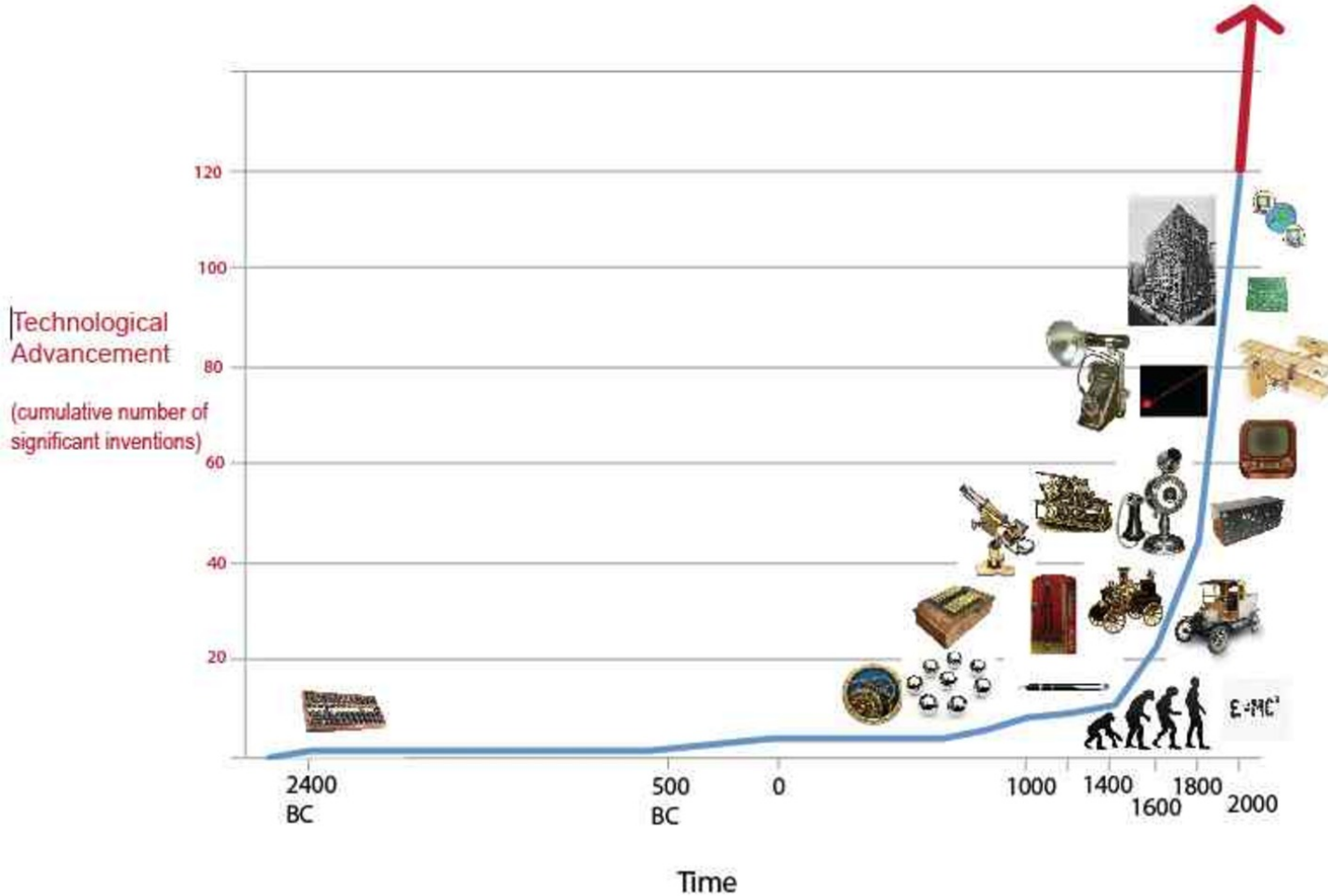




Artificial Intelligence bij Aegon
Alexander van den Wall Bake

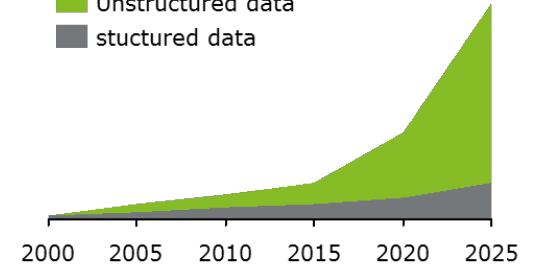
14 November 2017

Change is exponential

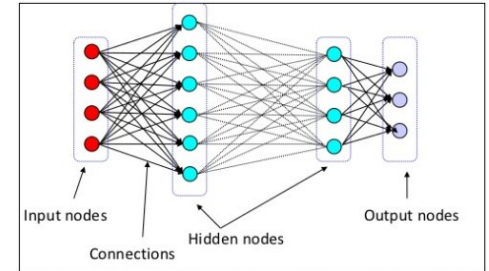


Exponential Growth of Data

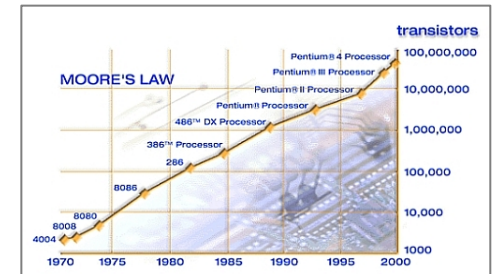
- Unstructured data
- structured data



Smarter Algorithms

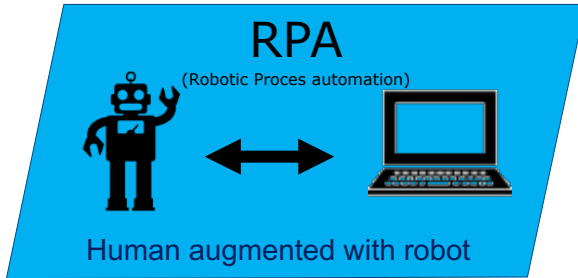


Faster Processing Speed



Framing AI: onderdeel van Robotics

"DO"
Handwerk

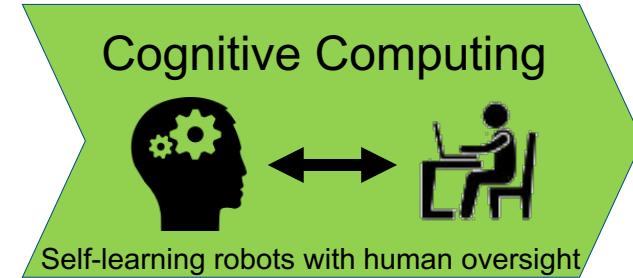


Nabootsen menselijk handelen. Voor simpele repetitieve taken met een hoog volume en hoge foutmarge: "The Flow"

Invoeren, Uitvoeren, Doorvoeren



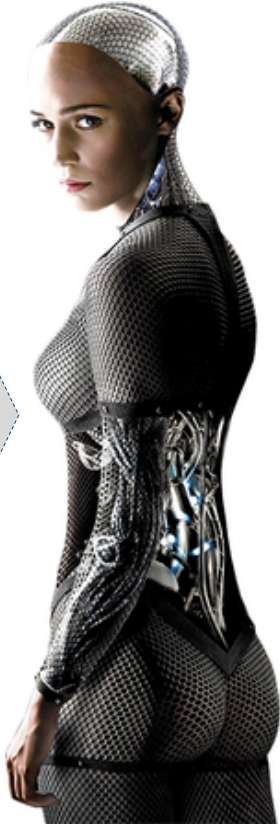
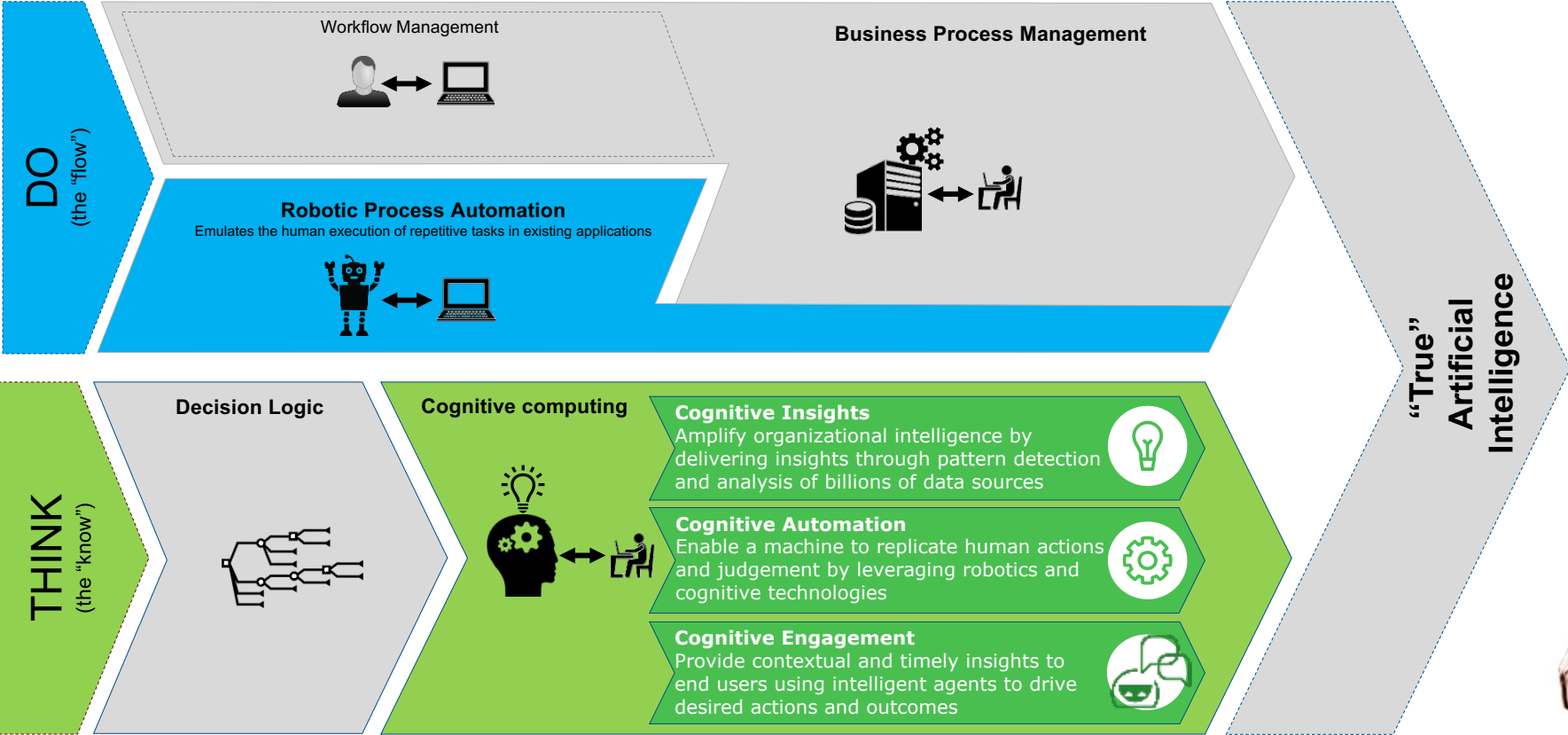
"THINK"
Hoofdwerk



Nabootsen cognitieve functies die mensen associëren met denken. Voor processen met ongestructureerde input, waarbij externe gegevens gebruikt kunnen worden: "The Know".

Structureren, Begrijpen, Besluiten

True AI: we zijn er nog niet.





Cognitive Insights



Cognitive Automation



Cognitive Engagement

Voorbeelden

Proces Analytics

Text mining

Speech Analytics

Input management

Straight Through Processing

Virtual Assistent

Klantbelang

Betere en voorspelbaardere processen

Relevantere proposities

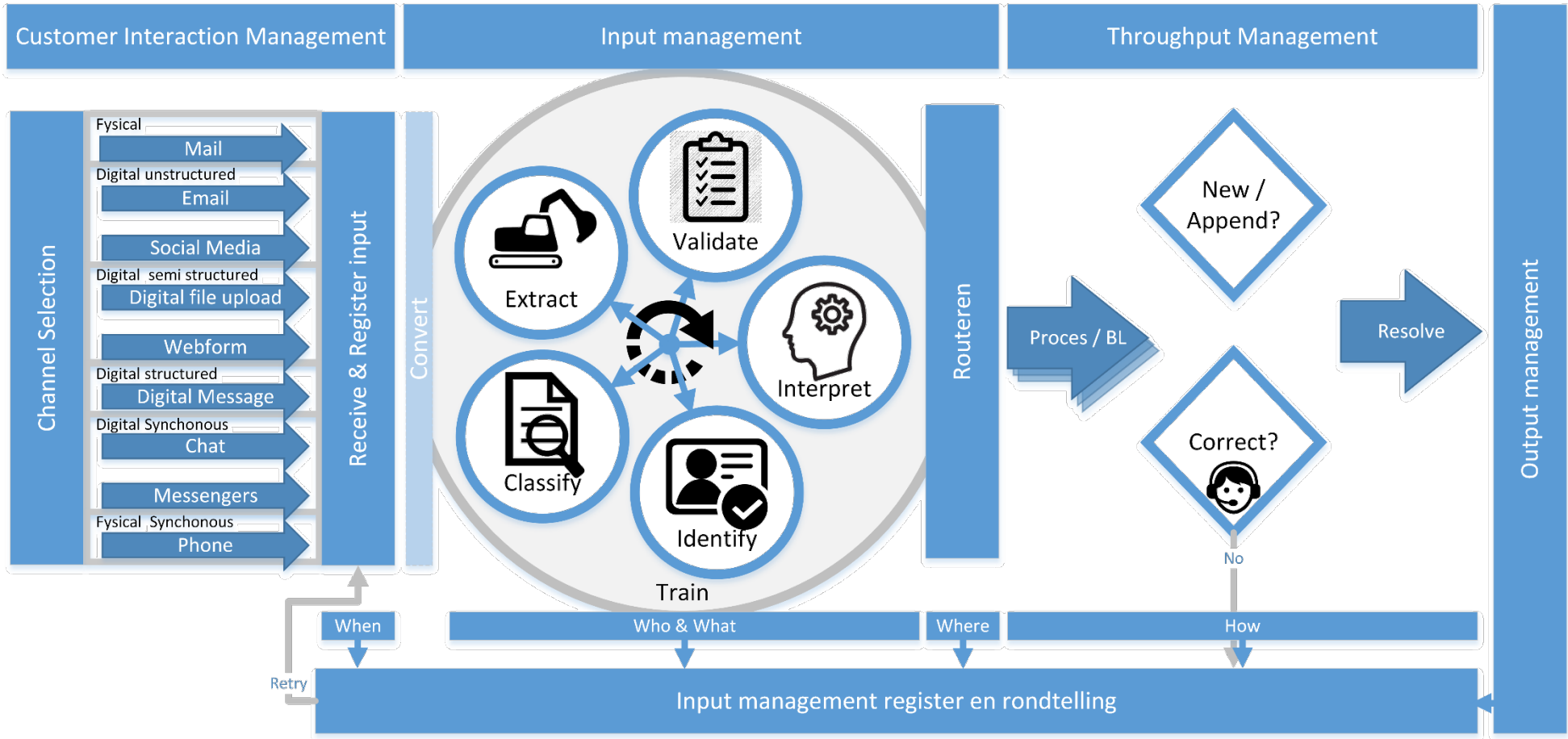
Vrijer in Input

Verkorten doorlooptijd

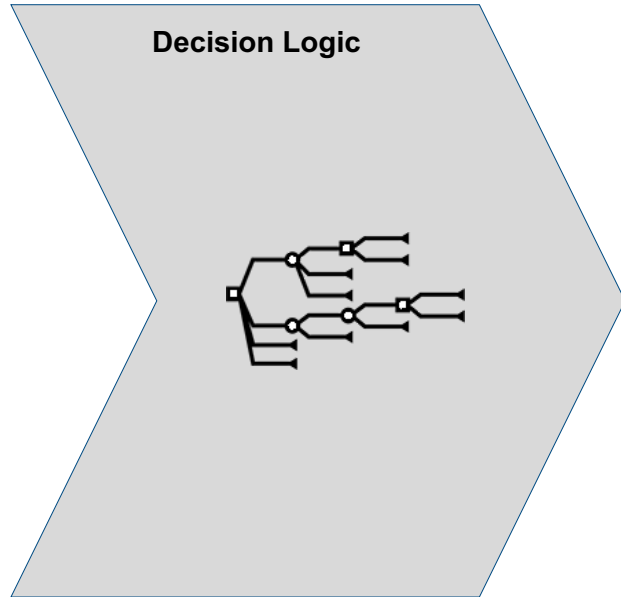
Vergemakkelijken Self Service

Verhogen Self Control

Structure the Unstructured: Input Management met Cognitive Automation

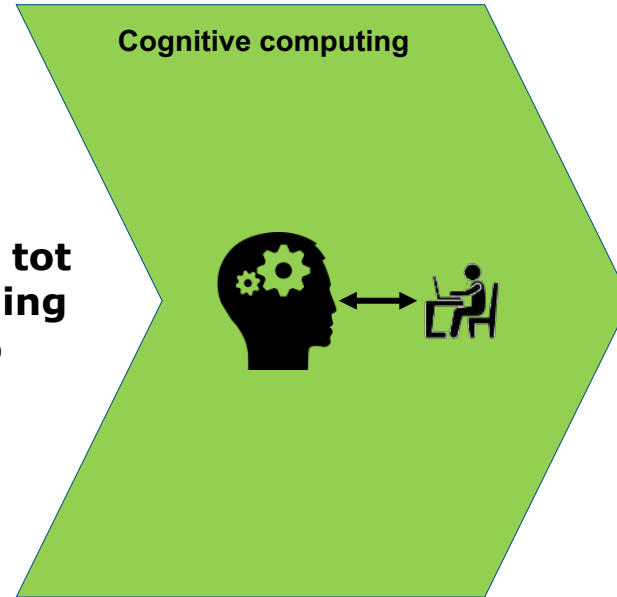


Van Decision Logics naar Cognitive Automation



**Rigide & Beperkt
Transparant**

**Verdubbeling tot
verdrievoudiging
van STP%**

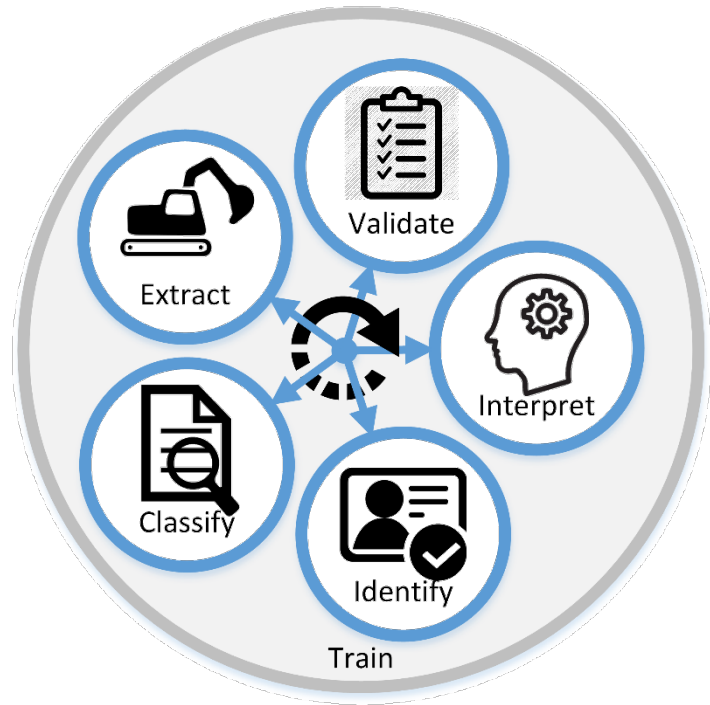


**Dynamisch & Zelflerend
Black Box**

**Sneller antwoord
Lagere kosten**



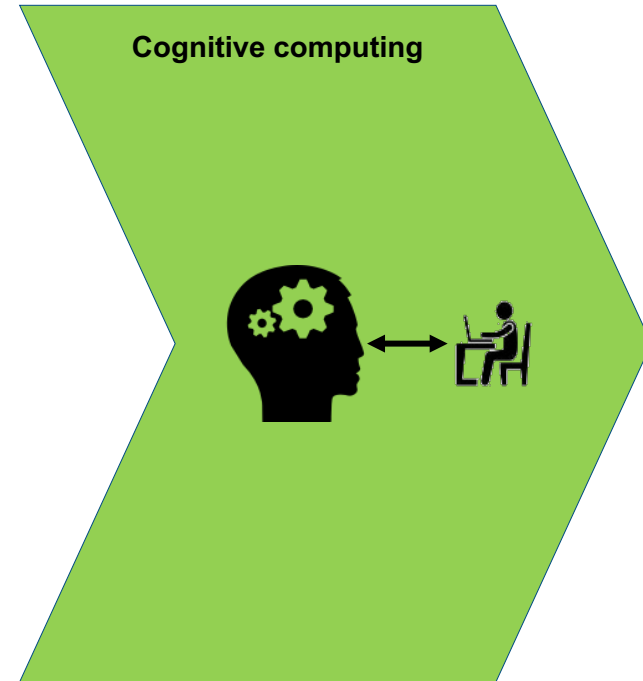
Cognitive input management versterkt Cognitive Decision making



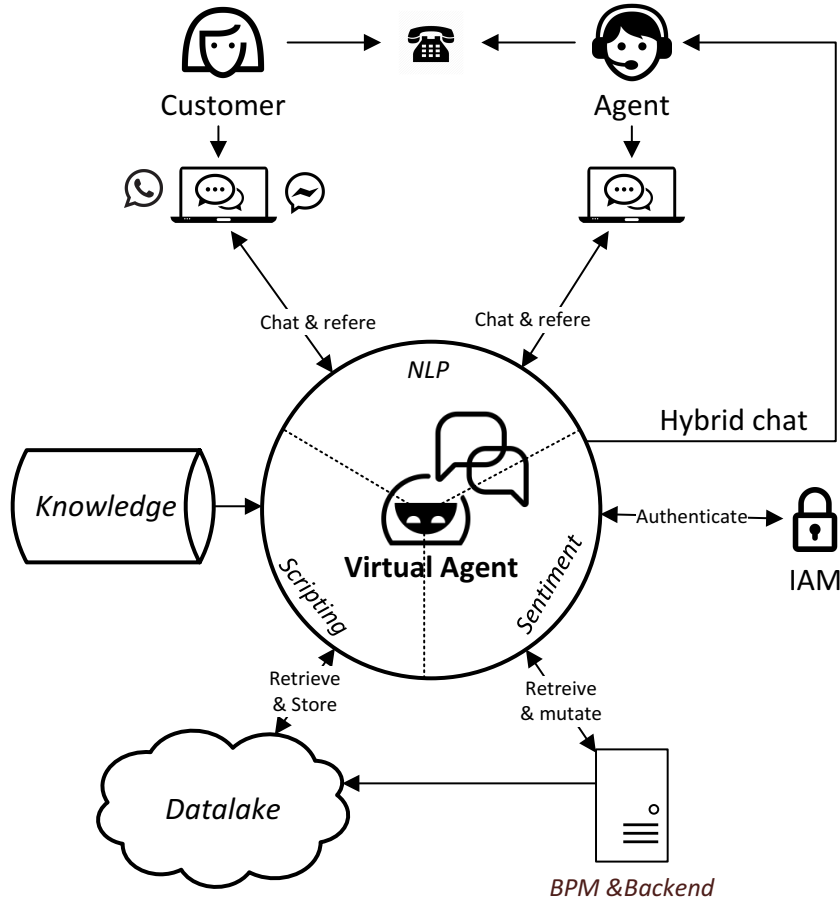
**Meer
gestructureerde
data**

=

**Meer & accuratere
Algoritmes**



Chatbot of Virtuele Assistant?



Digital Channel integration

A virtual assistant should be the integration layer of all digital messaging platforms

Natural Language Processing (NLP)

NLP enables the chatbot to grasp customer intent

Scripting

Scripted Dialogues guides the customer to the correct answer and provides a natural capture of necessary transaction data

Sentiment

Sentiment Analysis assists the virtual assistant escalating to a human agent (Hybrid chat)

Knowledge

A knowledge base provides the virtual assistants with predefined answers to common questions

Hybrid Chat

When the bot fails to meet customer needs, or when defined in dialogue scripting the conversation is escalated to a human agent.

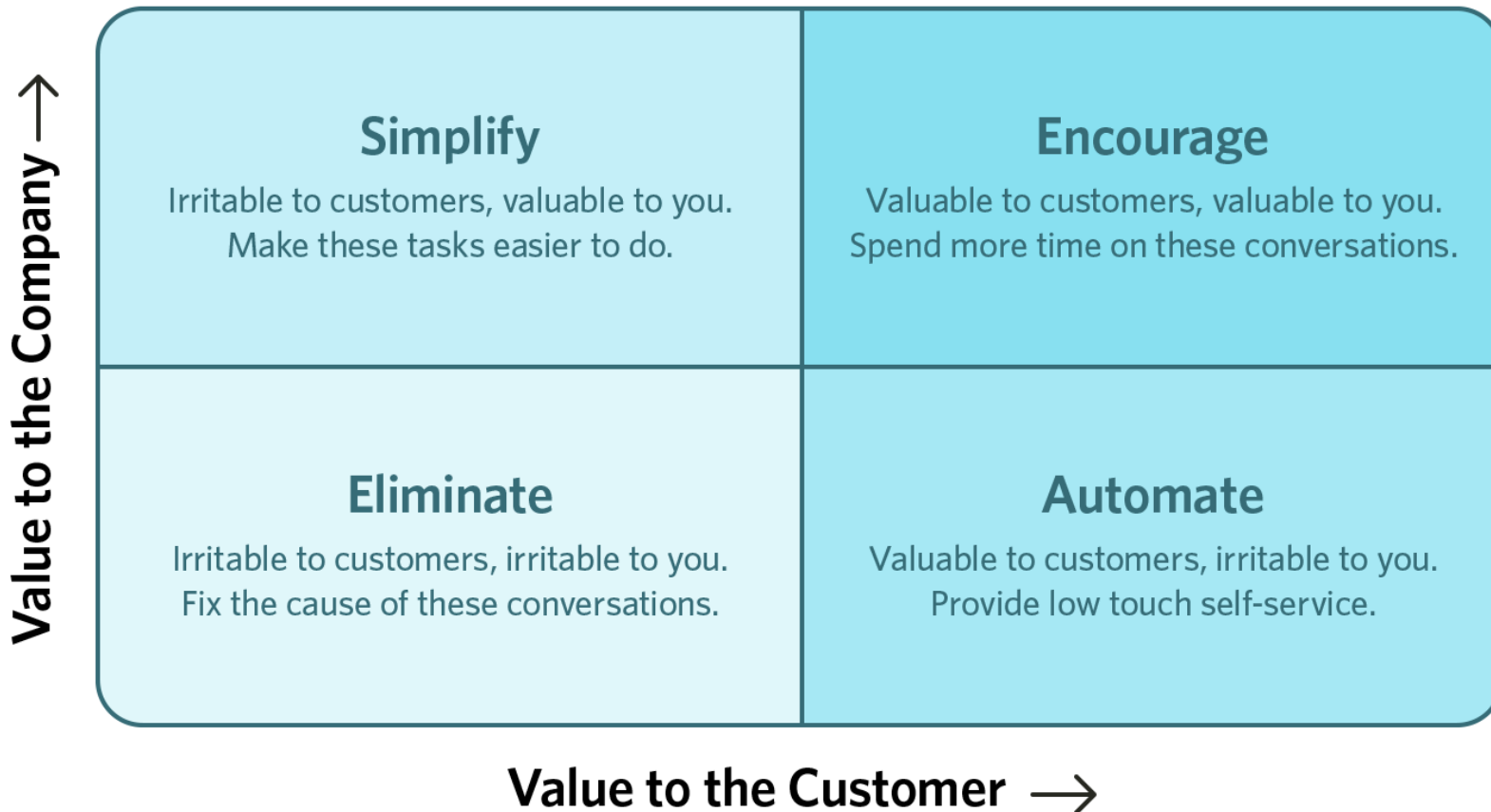
IAM

Customers are authenticated before starting transactions using IAM integration

Backend integration with datalake, BPM

Integration with backend systems to retrieve & store customer data and start transactions

Klanten hebben meestal simpele vragen en willen snelle consistente antwoorden



Virtual Assistants Results



T-Mobile



T-Mobile Austria developed Tinka: the intelligent digital assistant leading a self-service revolution. Within a year Tinka reached the following results:

- 120.000 customer interactions per month
- 80% Answer Accuracy
- 87% improvement in self service usability score
- 16% increase of positive customer feedback
- Contributing to a 52 point rise in NPS scores

By developing a service strategy where it doesn't open up all its service channels at once but only opens the most appropriate channel for a particular question Ditzo managed the following results:

- 50% reduction of live contacts
- 90% of all questions are answered via self service
- Remaining live contacts dominantly handled through live Chat and WhatsApp (>90%)
- NPS improvement form +7 to +13



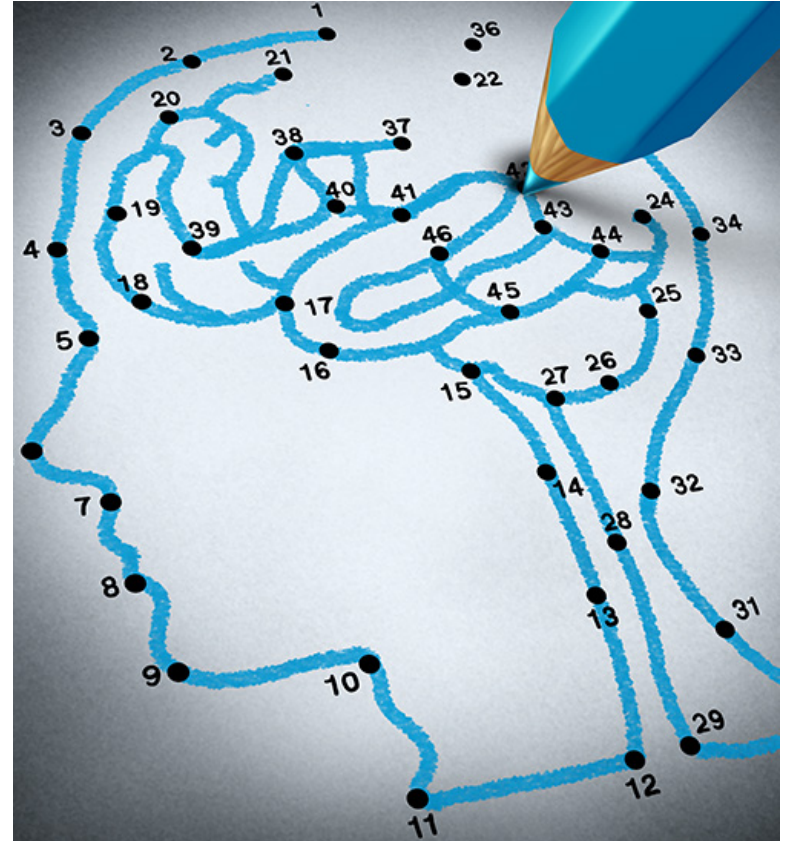
Centraal Beheer started with active channel management with a chatbot. Results:

- 60% email reduction
- 94% customer satisfaction

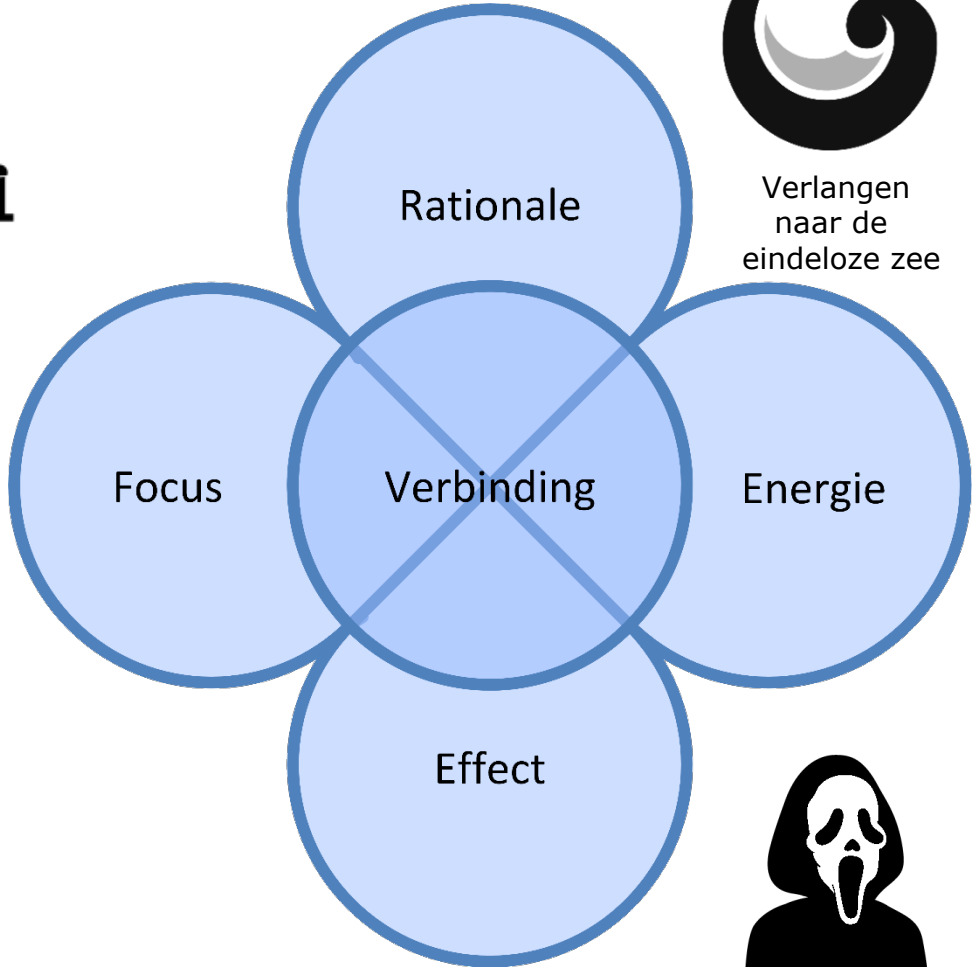
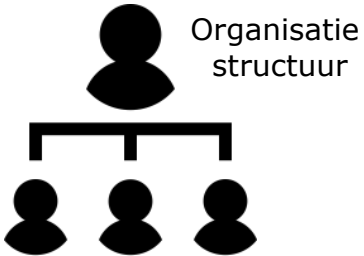
Puntoplossingen: Connect the dots

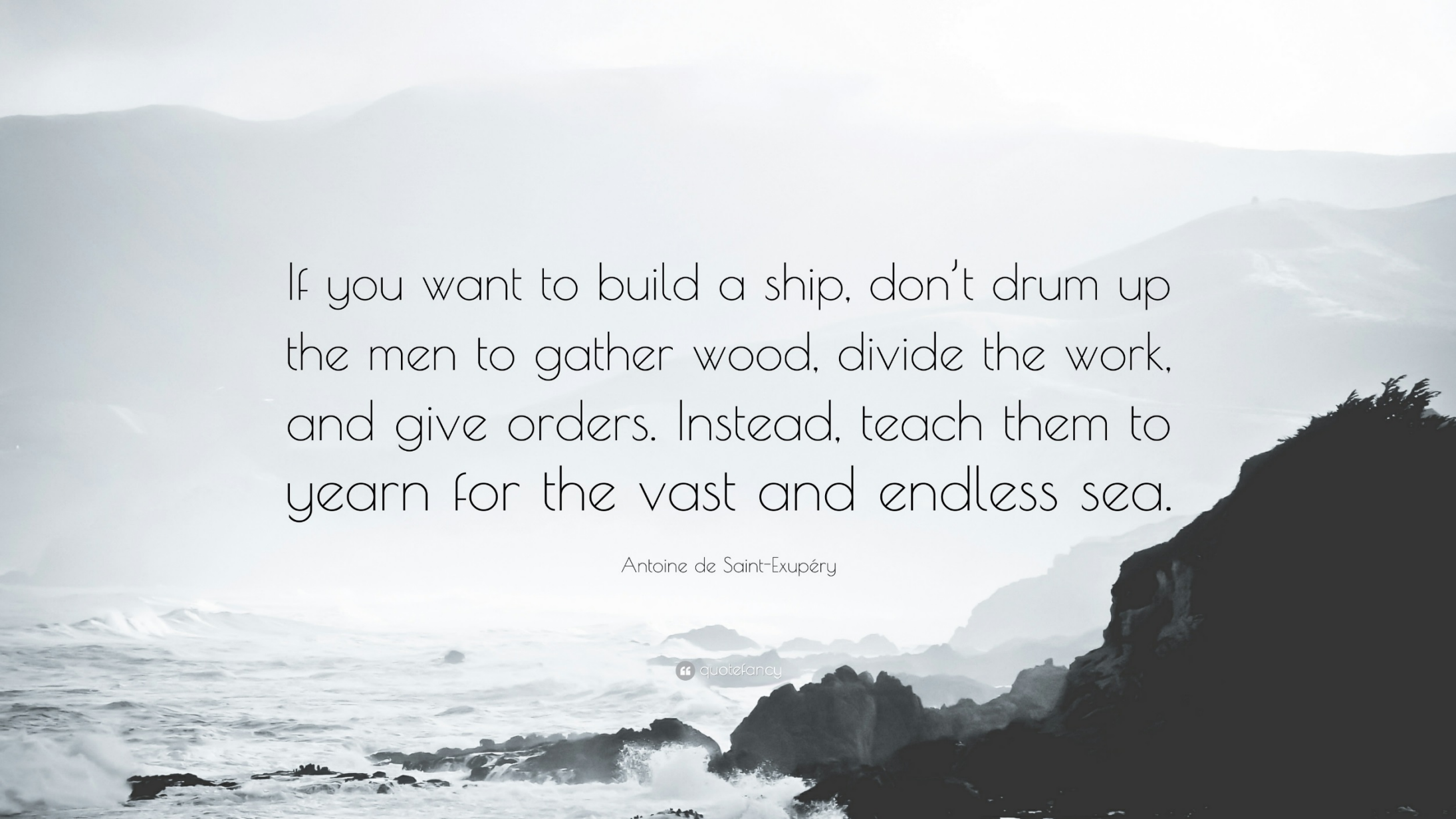
Puntoplossingen met
cognitieve technologie
kunnen waardevol zijn.

Door oplossingen te
verbinden wordt de waarde
groter dan de som van de
delen



Uitdagingen





If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.

Antoine de Saint-Exupéry

“ quote fancy