



Canada-Italy | Business Forum on AI

Fintech and E.Commerce

National Bank of Canada – Using AI to improve customer experience

Lionel Pimpin – SVP Digital Channels and Strategies

Making a positive impact through innovation

AUGMENTED INTELLIGENCE

Aspire to augment human intelligence through collaboration with machines



SIMPLE BANKING

Create a frictionless banking experience

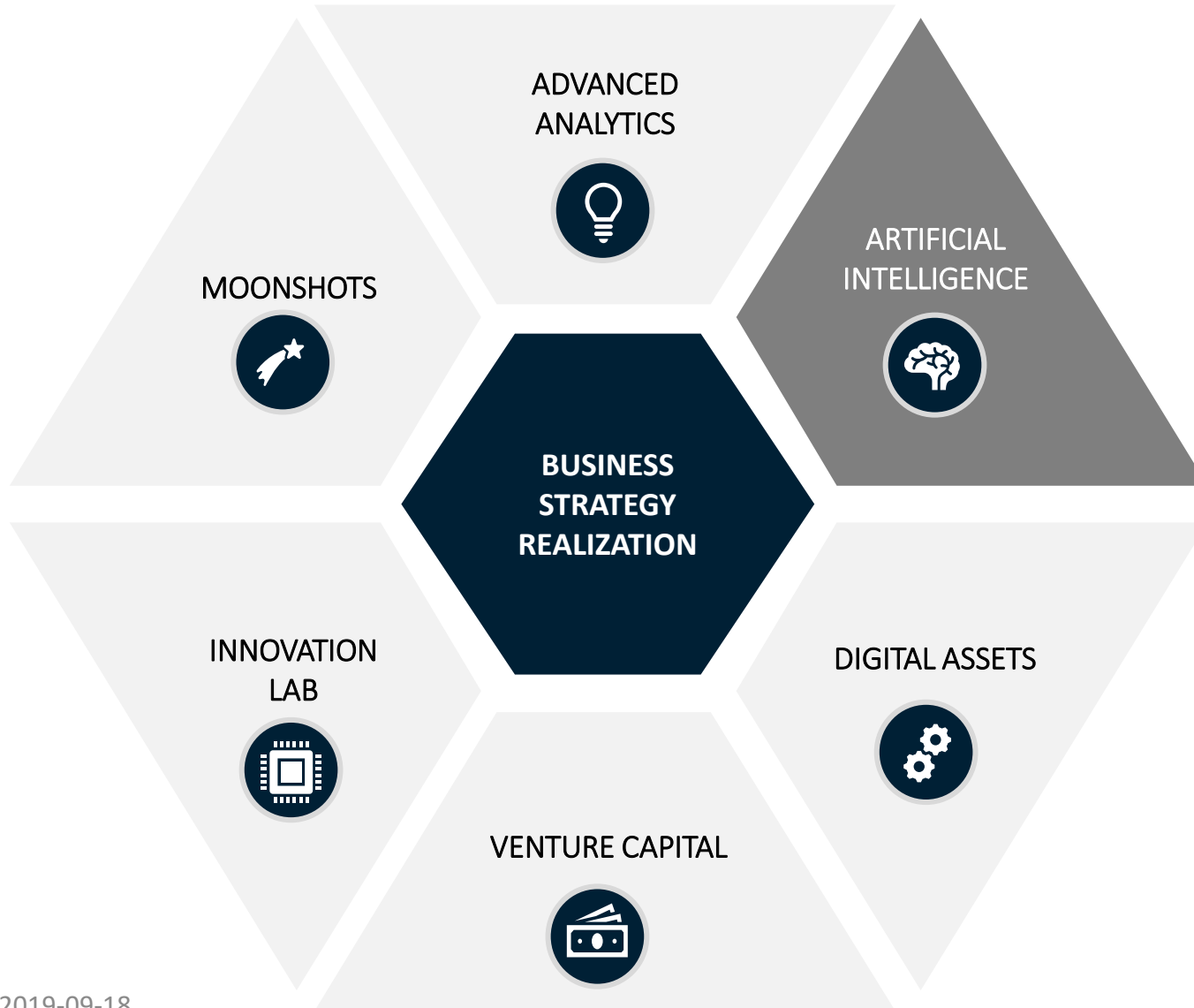


HYPER-PERSONALIZED BANKING

Create personalized products, services and advice specific to each customer



Our **Innovation capabilities** span six domains of expertise to help accelerate the realization of business strategy



Currently working on more than 10 major innovation projects covering all aspects of the bank

Generating new growth opportunities and helping
« Future proof » our business

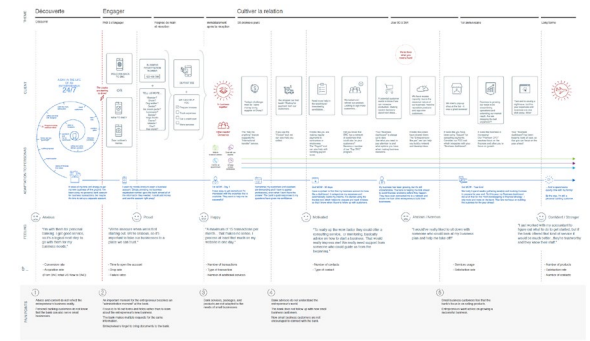
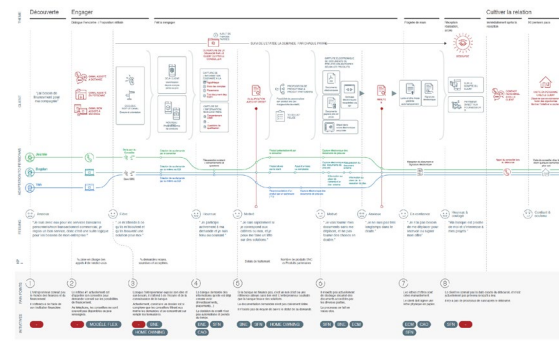
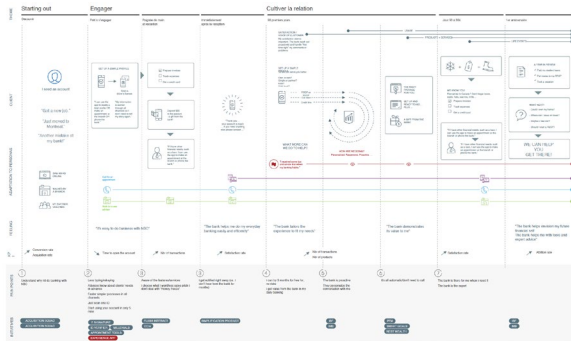


Using AI to improve customer experience

Everything begins with
our customers



Detailed journey map to design **engaging** **experiences**



AI solutions to improve customer experience

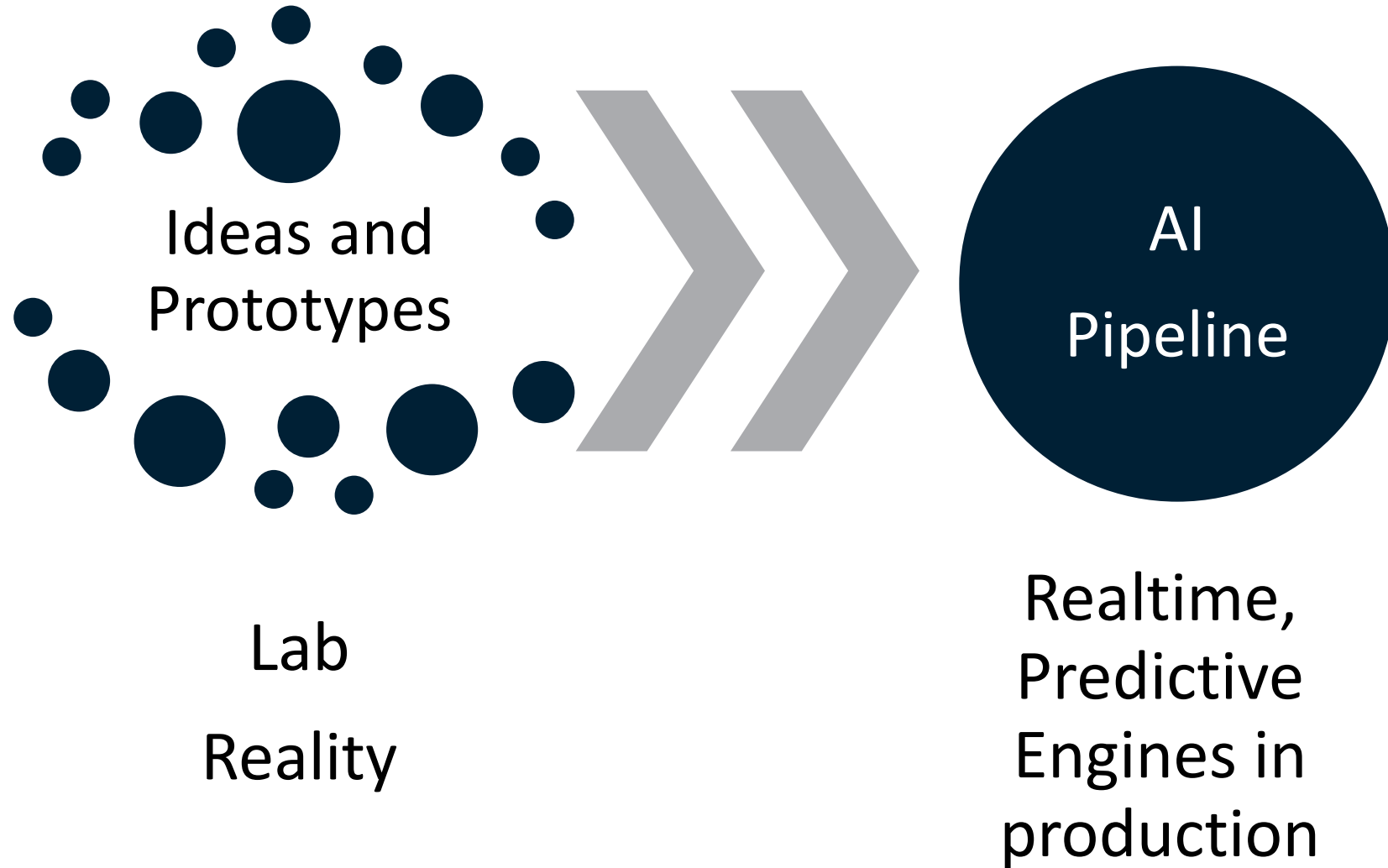
Decision models

Conversational assistant

Intelligent automation



From testing to production!



Our **initial**
approach to AI was
not as successful as
hoped...



Operating
model



Funding



Talent



Data



Technology

...That's when we
set out to **culturally**
transform and
deliver AI in
production

