COVID-19 Watson Assistant for Citizens

Helping IBM Banking Customers Be Ready to Serve Their Customers In Time of Need

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Phil Pillsbury
North America Sales Leader
Phil.Pillsbury@ibm.com

Anjali Shah
Senior AI Scientist
Anjali.Shah@ibm.com

Arun Wagle
Senior Data & AI Specialist
Arun.Wagle@ibm.com

COVID-19 Watson Assistant for Citizens in the News!

Recent Media Coverage:

Fox Business: IBM on Varney, with Rob Thomas

Yahoo! Finance (from Fox Business): Bot can answer all your coronavirus questions with AI: IBM exec

CNN.com: IBM's new virtual assistant will answer questions about Covid-19

ZDNet: IBM forms Watson Assistant for Citizens to handle COVID-19 queries

VentureBeat: IBM's Watson Assistant for Citizens answers coronavirus questions by phone or text

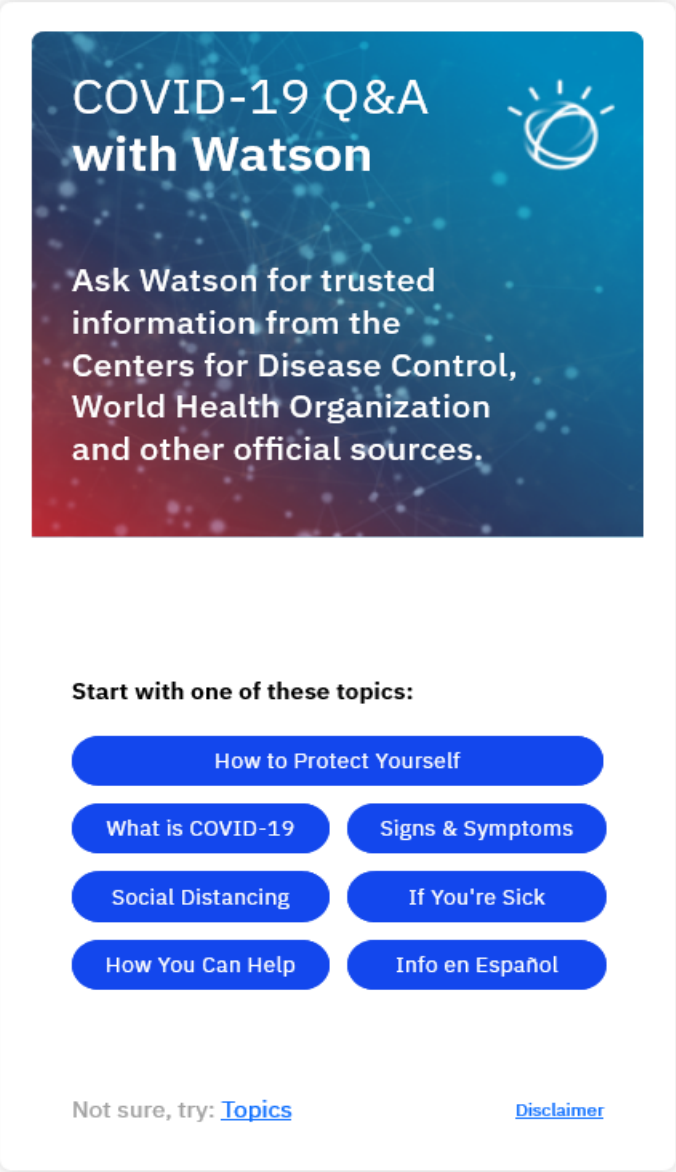
Australian Financial Review: IBM makes AI free for answering COVID-19 questions

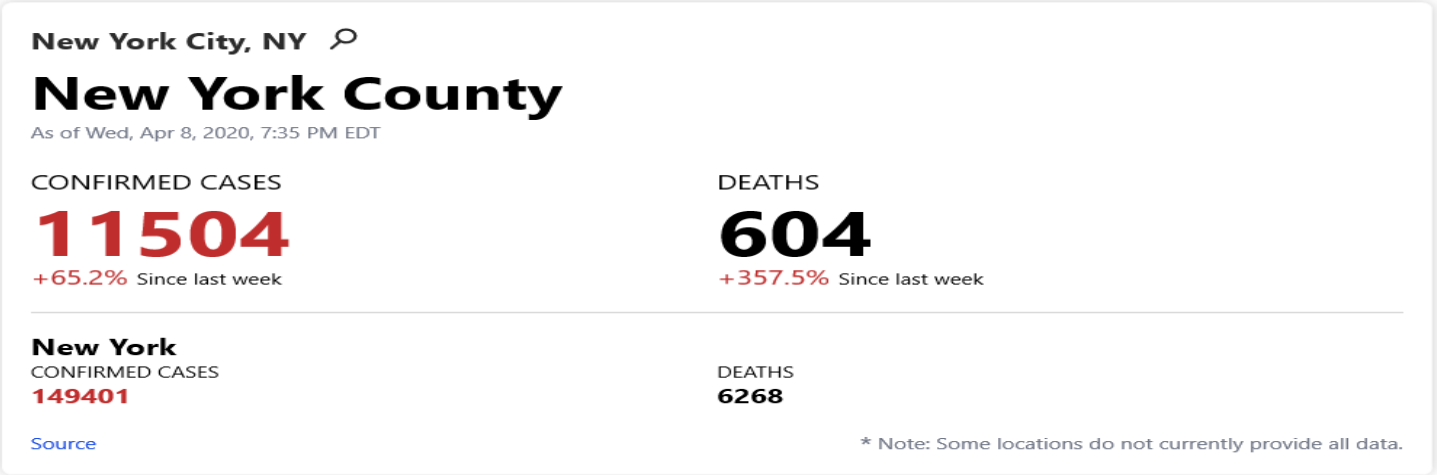
CBS Raleigh: CBS 17 News

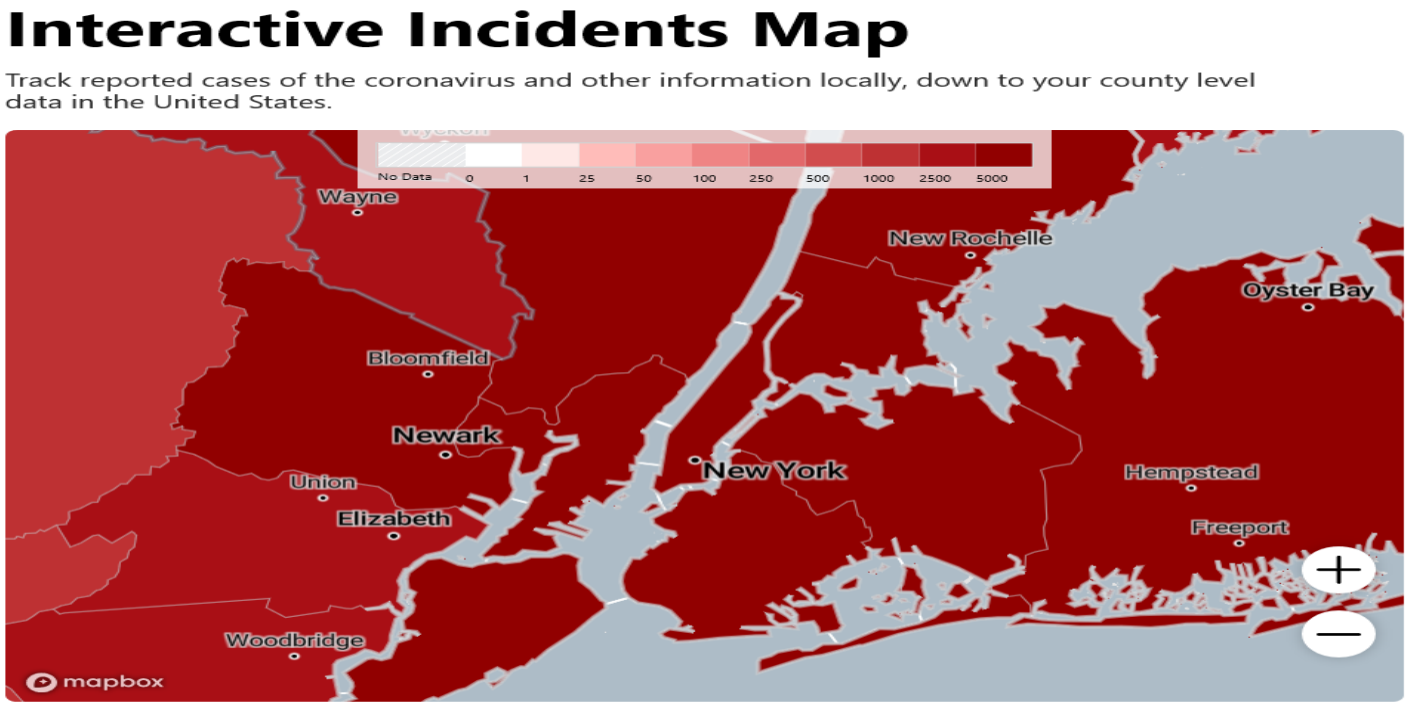
Economic Times (India): IBM offers Watson Assistant for Citizens on virus queries

IT Pro Portal (UK): IBM Watson will now answer all your coronavirus questions

IBM’s Weather.com COVID-19 Dashboard







Source: Weather.com

IBM COVID-19 Watson Assistant

Employees

Illness and distress about health, financial wellbeing, and other disruptions are affecting many employees

Customers and Partners

Customers and partners are focused on securing the essentials and are seeking reassurance about company policies

Finance and Operations

All companies are facing shifts in product demand and supply chain interruptions, and unprecedented volatility in cash and P&L positions

Community

Need to communicate and reassure investors, ecosystem partners, and local business(es)/ community(ies)

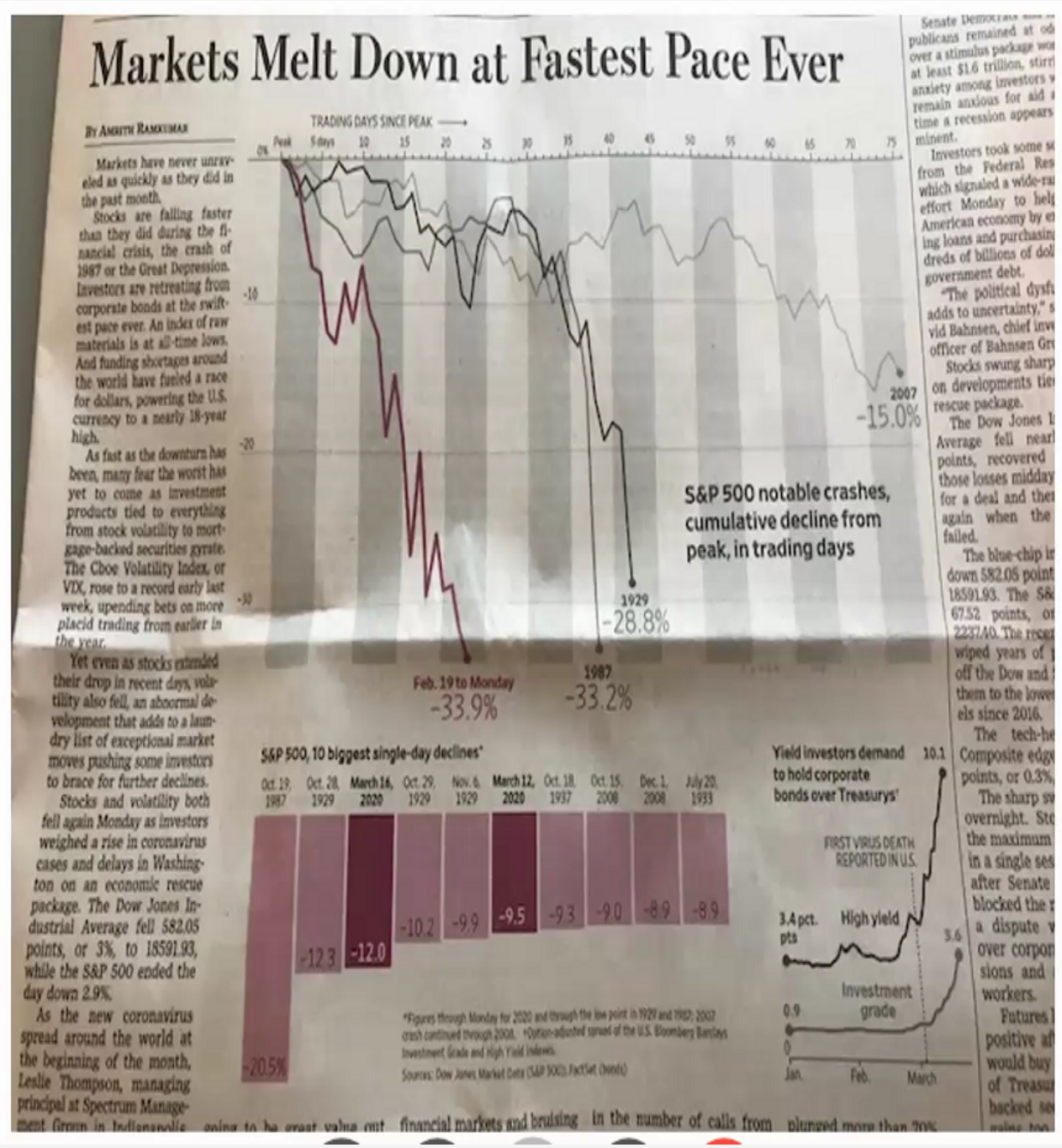
Watson

Today's world

- COVID-19 pandemic
- Financial Services sector changing daily.
- Financial Markets uncertainty
- Potential job loss or furloughed
- Consumer confidence is low
- Brink of recession
- Government financial assistance/relief ???

What Citizens Need:

- Up to date
- Accurate
- Available anywhere
- Easy to access/use
- Scalable
- Secure
- Available quickly
- Multilingual



Markets Melt Down at Fastest Pace Ever

By Ameeth Ramkumar

Markets have never unraveled as quickly as they did in the past month.

Stocks are falling faster than they did during the financial crisis, the crash of 1987 or the Great Depression. Investors are retreating from corporate bonds at the swiftest pace ever. An index of raw materials is at all-time lows. And funding shortages around the world have fueled a race for dollars, powering the U.S. currency to a nearly 18-year high.

As fast as the downturn has been, many fear the worst has yet to come as investment products tied to everything from stock volatility to mortgage-backed securities gyrate. The Cboe Volatility Index, or VIX, rose to a record early last week, upending bets on more placid trading from earlier in the year.

Yet even as stocks extended their drop in recent days, volatility also fell, an abnormal development that adds to a laundry list of exceptional market moves pushing some investors to brace for further declines.

Stocks and volatility both fell again Monday as investors weighed a rise in coronavirus cases and delays in Washington on an economic rescue package. The Dow Jones Industrial Average fell 582.05 points, or 3%, to 18591.93, while the S&P 500 ended the day down 2.9%.

As the new coronavirus spread around the world at the beginning of the month, Leslie Thompson, managing principal at Spectrum Management Group in Indianapolis

financial markets and bruising in the number of calls from plunged more than 20%

Source: The Wall Street Journal

IBM Watson / © 2020 IBM Corporation

Unprecedented challenges for banks in serving their customers

Get details at the COVID-19 customer information center.

Important Information

Dear Customer,

Just like you, we're concerned about the COVID-19 pandemic, and we are here to support our customers and communities. We'll continue to provide up-to-date information so you can bank confidently during this rapidly evolving situation and focus on what matters most — caring for your family's health and safety.

Here are answers to the most urgent questions we have been hearing from our customers. For other important updates, resources, FAQs, and more, visit our COVID-19 customer information center.

We apologize. Response times to phone and email inquiries may be longer than usual due to coronavirus concerns. See how you can stay vigilant and quickly access online and mobile banking features. Learn more

COVID-19 Assistant for Banks

Bank Contact Centers Face *Unprecedented Volumes*

- Customers have questions about bank hours, availability of cash, etc.
- Retail customers seek assistance with loans, mortgages, monthly payments
- Commercial customers have issues making payroll

...contact center wait times are often excessive.

Solution – A COVID Assistant for the bank

Augment the existing bank customer channels with a Watson-powered virtual agent to respond to customer inquiries related to the COVID crisis. Provide web, voice, and/or SMS interactions with bank customers, avoid misinformation, and improve contact center responsiveness.

Example questions addressed in the COVID Assistant for Banks:

- Is my bank open? Are there new hours of operation?
- Will there be enough cash during the pandemic?
- How can I protect against fraud or scams?
- I am no longer working due to COVID-19. If I miss some loan payments, how will this affect my credit? Will I be charged late fees?

An effective virtual agent is a simple part of a complex situation

Sample implementation flow:

Step	Step 1	Step 2	Step 3	Step 4	
Open Account	Introduction and onboarding				
Standup Watson	Deploy Instance				
Text		Configuration			
Voice	Provide overview and Demo of Watson Assistance for Voice Interaction			Deploy Voice	
Testing	Walk the customer through a testing cycle				
Content Development			Show customer how to update / modify pre-build COVID-19 intents and Entities		
Support					Support

Typical flow – it may vary by deployment

Offer *(deploy in as little as 4 days)*:

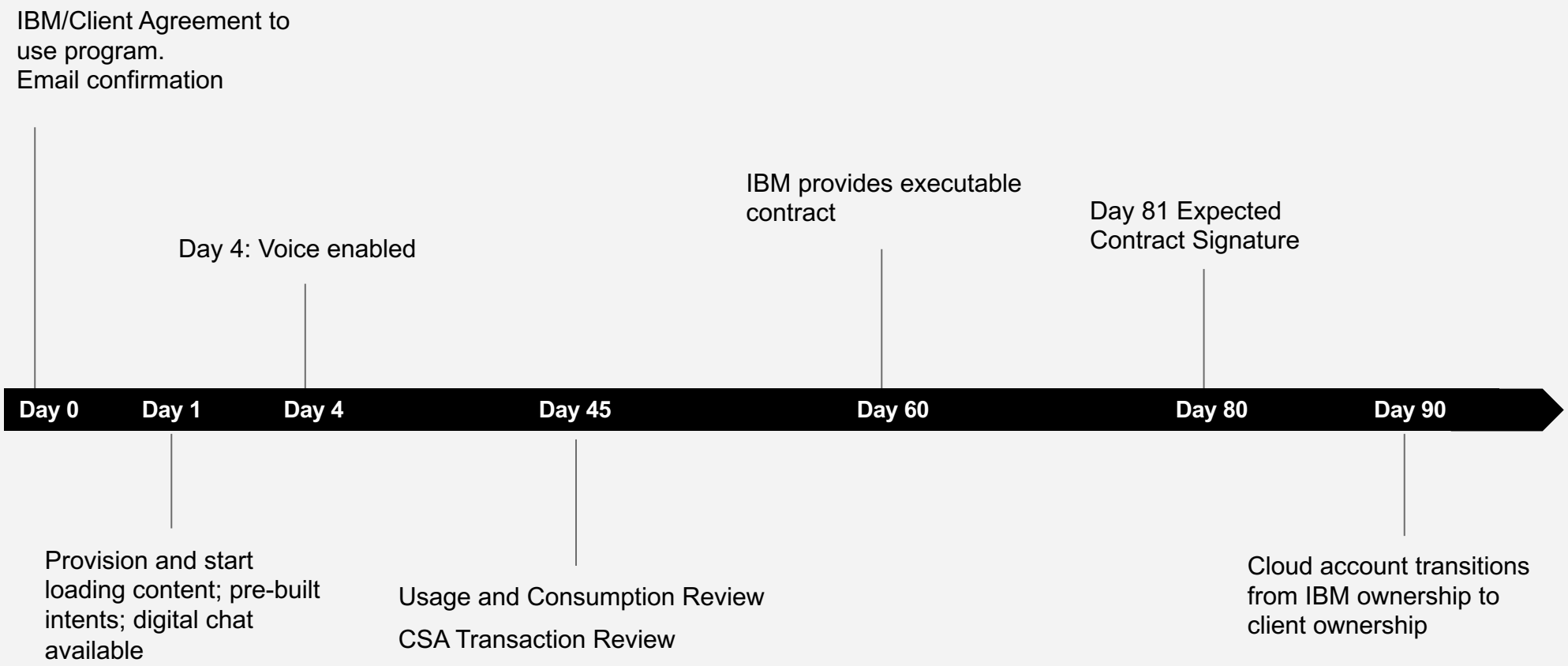
- Unlimited capacity to IBM's Watson Assistant, Voice Integration and Discovery services for initial 90 days
- Access to 15+ pre-trained COVID-19 Banking intents
- Access to the IBM Watson Content Catalog
- Initial set up and deployment of pre-trained intents is FREE
- Professional Design/Build services for customizations to support an accelerated time to delivery for a fee
- Access to self-paced & instructor-led education

Watson

IBM Watson Data and AI COVID 19 Support:
IBM will provide **90 days of free SaaS and expert services** to support your needs to quickly set up a digital and voice Assistant to mitigate the impacts of COVID19.

Expected Outcomes:

- Consistent information available immediately to the public in natural language solution
- Digital and voice available
- Reduced wait times
- Reduced Average Handle Times (AHT)
- Can be expanded to support other areas in the organization (e.g. unemployment, emergency response)



Throughout: Monitor situation, Assistant, needs, usage

Day 4 onward: Engage mobilization squad to deploy additional use cases for the state agencies

IBM Partnership with YOU!!!

Watson

Chatbot Demonstration

Banks have the opportunity for differentiated service through use of AI

Menu Search **Bloomberg**

Business

Three Hours on Hold? Banks Inundated With Nervous Callers

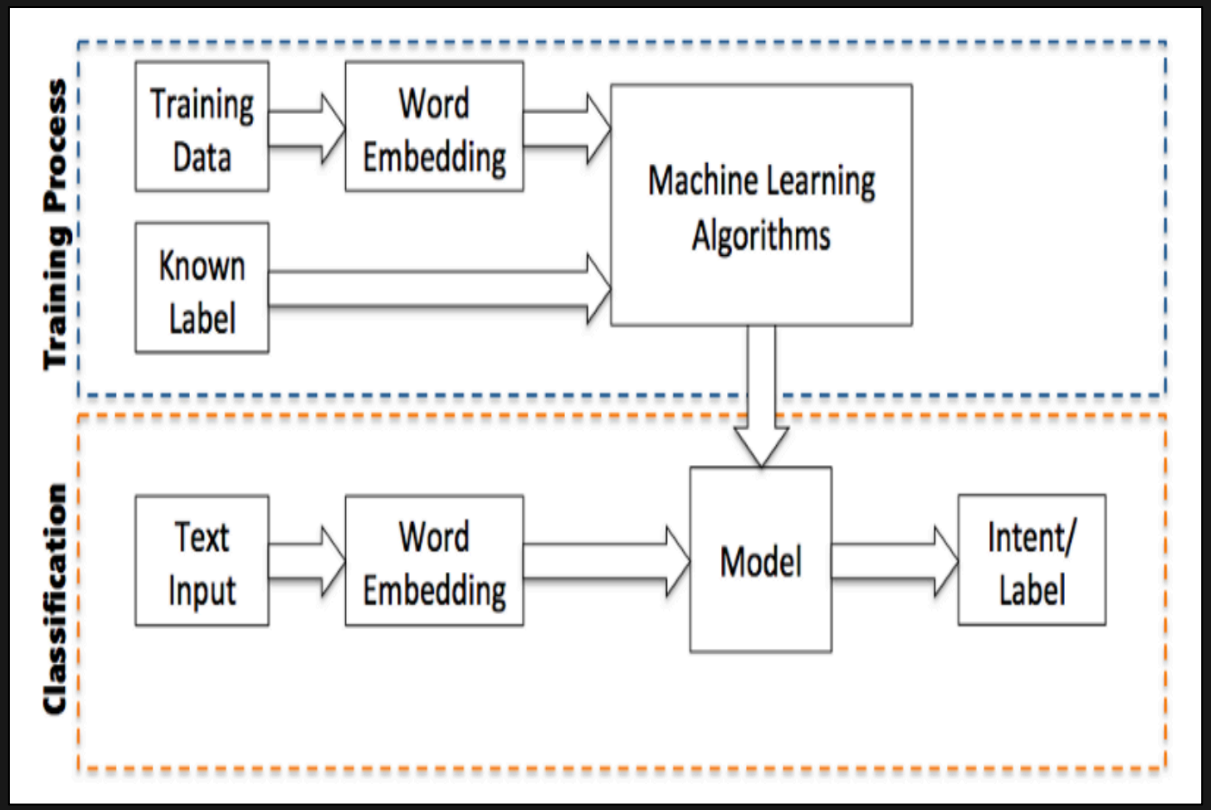
AI

Coronavirus is prompting companies to adopt AI call center solutions

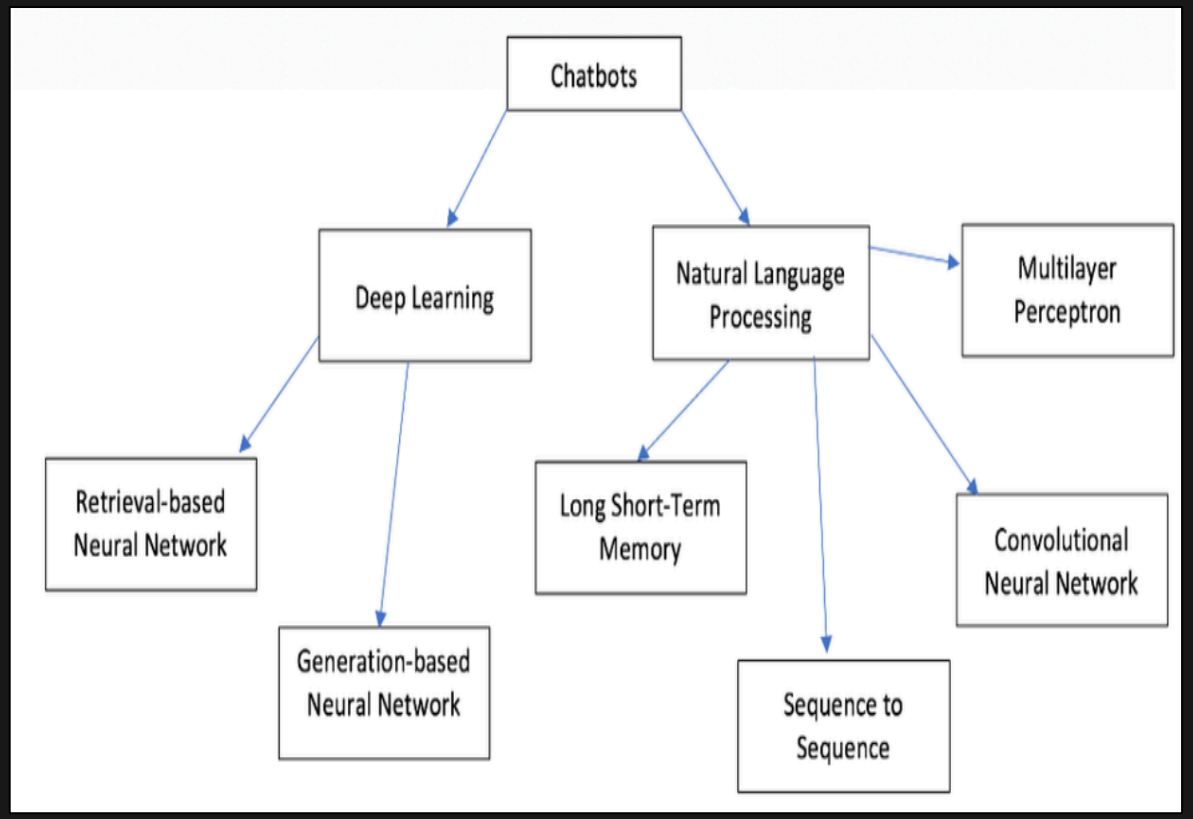
KYLE WIGGERS @KYLE_L_WIGGERS MARCH 19, 2020 6:30 AM

Developing a chat-bot requires deep expertise

IBM's Watson Assistant significantly accelerates the development timeline of AI powered chatbot so you can focus on helping your customers



Inner Workings of Intent Identification Process



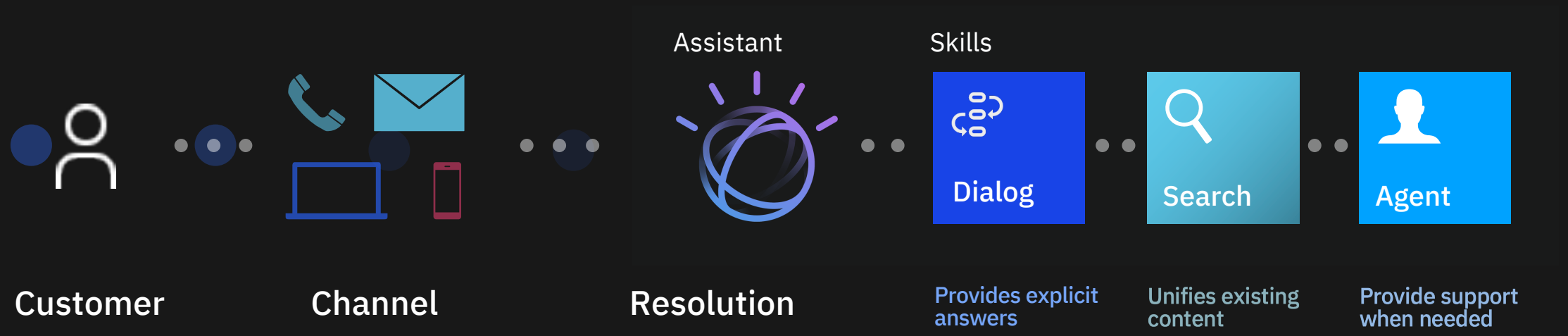
Conceptual Map of Chatbot Processes

Source: medium.com

Watson Assistant

is the AI-powered foundation of smart customer experiences.

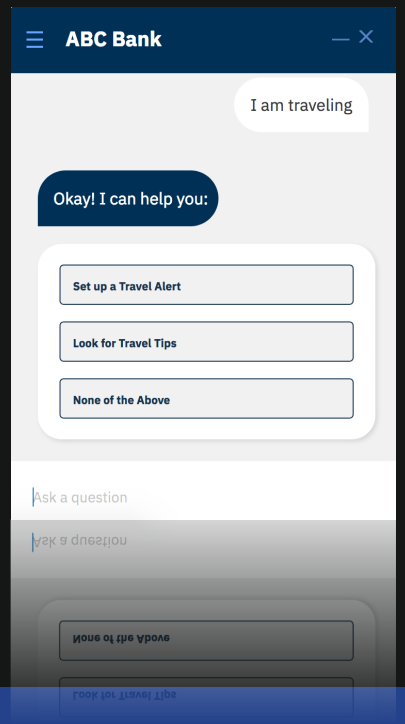
- Centralize your customer communication and problem resolution
- Get started fast with your existing logs and web content
- Go live without needing a developer
- Dynamically manage vague questions



IBM Watson / © 2020 IBM Corporation

Watson Assistant
for Customer Self-Service

Transform your customer experience with the world's #1 conversational computing platform.



Centralize disparate routes for customers to solve problems

Watson has multiple "skills," including the ability to reach a human agent, meaning **this is the only route your users need**

Personalize your customer experience and improve CSAT

Watson can provide **concrete and consistent responses** based on its understanding of the request and of the end user

24/7 access on any channel

Watson has OOTB integrations and a conversational API to support custom apps, so it can connect to any communication channel

Let your human agents focus on solving higher value problems

Watson can deflect more than 50% of your inbound messages, meaning **your agents get to focus on more nuanced issues**

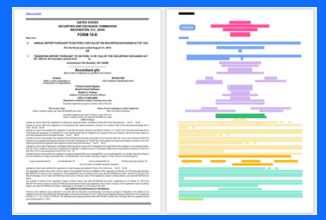
IBM Watson / © 2019 IBM Corporation

Watson Discovery

is the **AI** insights engine that **outperforms** traditional search.

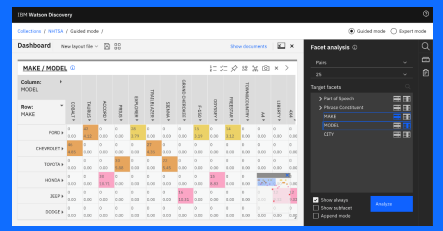
Content Repository Connectivity

Smart Document Understanding



Train AI to visually understand where answers live in documents

Content Mining



Analyze unstructured data to get insights you didn't know to ask

Watson Assistant Search Skill

Easily connect Watson Assistant to surface answers in conversations

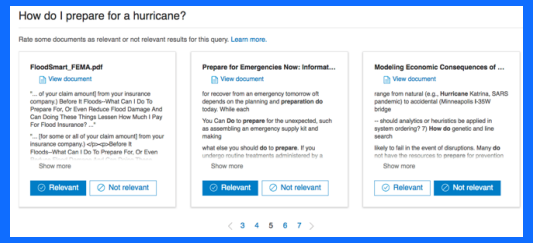
Experts

Customers

Answer Retrieval

Extract and Identify Passages

Relevancy Training



Train AI to understand what documents are most relevant

Watson Knowledge Studio

Train AI to understand domain specific language

IBM Public Cloud • IBM Cloud Pak for Data • Multi-Cloud

Watson Discovery

market leader for AI search

Q2 2019

AIconics names IBM Watson Discovery **Best Innovator in Natural Language Processing**

Q2 2019

Forrester names IBM Watson Discovery a **leader in AI search** in “The Forrester Wave™ Cognitive Search Q2 2019" report.

Q3 2019

Gartner names IBM a **‘Leader’** in Gartner’s Magic Quadrant for **Insight Engines 2019** market research report.

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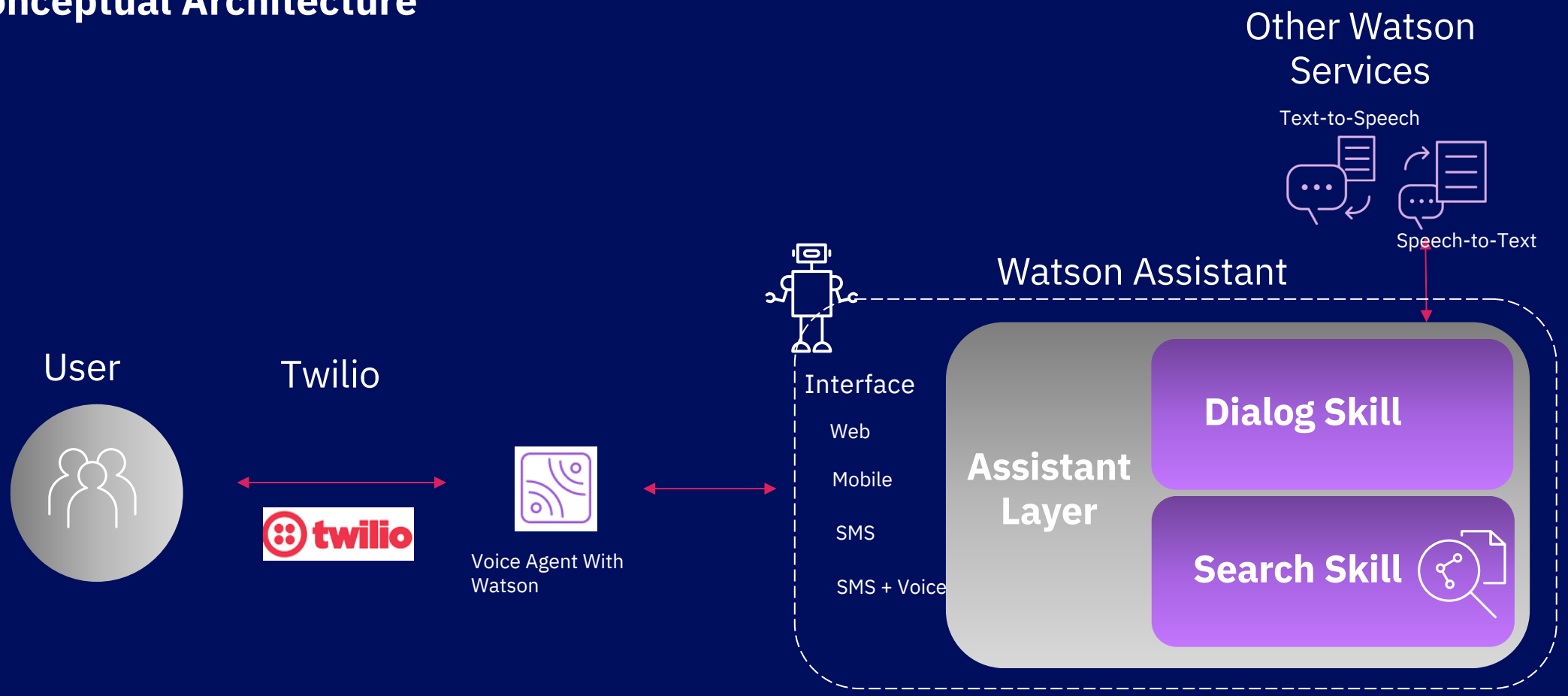
Conceptual Architecture

Conceptual Architecture



Assistant + Skills

- Hosted end-to-end experience
- Session State Management
- Channel Integrations

Business benefit: shrink the effort and amount of time needed to bring an Assistant to market.

Watson Platform

Watson Platform is designed for the Enterprise

Watson is changing the customer engagement lifecycle

Language

- Watson Assistant
- Language Classifier
- Tone Analyzer
- Natural Language Understanding
- Language Translator
- Watson Knowledge Studio
- Personality Insights

Speech

- Speech to Text
- Text to Speech

Vision

- Visual Recognition

Analytics

- Watson Studio
- Watson ML

Data Insights

- Discovery
- Discovery News

Empowering Associates
Transforming Customer Interactions
Understanding The Voice of the Customer

IBM **Watson**®

How to Register for COVID-19 Watson Assistant for Citizens (for Banking and Financial Services Customers)

IBM

Request access to Watson Assistant for Citizens

To help reduce the burden on governments and organizations for COVID-19 crisis, IBM is offering Watson Assistant for Citizens for no charge for at least 90 days. Watson Assistant for Citizens supports both chat and speech interfaces and is pretrained to understand and respond to common questions for COVID-19, based on the latest guidance from the US CDC. Further support services are available to help organizations with customizations to meet their unique needs.

Contact us to be connected with an expert.

Already have an IBM account? Log in

Business contact information

1. Contact information

E-mail

First name

Last name

Country or region of residence

United States

State or province

Florida

Phone

+1

Next

https://www.ibm.com/watson/covid-response

Watson

Next Week FREE IBM Virtual Touch Webinars

Date	Topic	Link
April 16, 12:00 Noon (Eastern Time) Thursday	Open Source Data Repositories - Postgres Databases. IBM MongoDB and Enterprise DB Offerings. Where do they fit?	ibm.biz/BdqzVB
April 17, 12:00 Noon (Eastern Time) Friday	It's not too late to meet IFRS 16/ASC 842 with IBM Planning Analytics.	ibm.biz/BdqzVd

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