Script for the final video:

[Show the Problem slide from the final presentation]

The global pandemic has affected us all. Feelings of isolation, depression and anxiety are on the rise. The spread of COVID-19 has caused a global economic recession. In response, customers expect businesses to find new, compassionate ways to connect with them online.

[Show the solution video, you can use this portion of the video for the embedded demo in the final presentation]

Our solution is to build an artificial intelligence that listens and makes helpful suggestions. The interactive AI is trained on techniques that have been demonstrated effective at lowering stress and anxiety. The AI establishes a connection and gets permission from customers to make personalized recommendations. We use a linear optimizer to find creative solutions for reaching personal goals with minimum hardship. Customers can improve the intelligence by connecting to their transaction history and to special-purpose knowledge bases.

[Show the animation from the Solution slide]

We’ve designed the software as custom extensions to an open core. The core of the software is a Python/Flask application connected to a DialogFlow chatbot. This is all opensource and it can be used to engage both current and prospective customers.

Custom extensions are built from the bank APIs. This idea is based on the work we’ve done in DXC's Applied AI Studio under the guidance of Naresh Vyas. Historical transaction data, and custom knowledge base data are used to make the AI even more personal and useful. This is a powerful incentive for attracting new customers and retaining existing ones.

[Show the animation from the Alternatives slide]

This solution is one of the best ways to use the digital channel to show customers care and concern without marketing to them. It provides a unique balance of open access and personal relevance.

[Show the business model slide]

This solution increases the company’s net promoter score-- or NPS. Before the event, we did a small beta-test of this technique and the result was an 80 NPS. For financial services companies, the lifetime value of a promoter is more than twice that of a detractor.

[Show the Team slide]

Our team comes from DXC’s Applied AI Studio:

Om Singh

Hitesh Kumar

Angeli Trinidad

Hemanth Arikatla

And I’m Jerry Overton

We’ve published a demo so that you can try the solution yourself. We’ve open-sourced the project, so that we can build a community contributors.

[Show the animation of the Close slide]

In the road ahead, we’ll build the code into a beta release. We’ll use what we learned from the beta to launch release 1. Release 2 will be the custom, proprietary extensions of the Release 1 open core.

Thanks so much to Ulster Bank, DogPatch Labs, and the NatWest Group for the Ulster Bank 2020 Hackathon.