

(54) **AI-DRIVEN INTEGRATION PLATFORM AND USER-ADAPTIVE INTERFACE FOR BUSINESS RELATIONSHIP ORCHESTRATION**

(71) Applicant: **Citizens Financial Group, Inc.,**  
Providence, RI (US)

(72) Inventor: **Ross Pringle,** Barrington, RI (US)

(73) Assignee: **Citizens Financial Group, Inc.,**  
Providence, RI (US)

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(57) **ABSTRACT**

A system, method and tangible non-transitory storage medium are disclosed. The system includes an integration platform configured to generate in interactive graphical user interface (GUI) that simultaneously displays and provides access to a combination of services, internal resources and external resources. Responsive to receiving input from a user device, the interactive GUI provide access to one or more selected services, internal resources and/or external resources. The integration platform may also monitor and capture interaction data associated with activity between the user device and the integration platform, execute machine learning model(s) to predict user-specific interaction tendencies, and revise one or more aspects of interactive GUI based on the predicted user-specific interaction tendencies.

