ABAKA

Artificial Financial Intelligence™

Revolutionising how organisations financially plan for and engage with their customers.

ABAKA solutions

ABAKA's AI-powered recommendation engine gives the banking and insurance industry the means to engage with their customers and create hyper-personalized experiences through predictive Next Best Actions

Challenge

- Financial institutions can struggle to build and provision their data-driven ecosystem, and to apply AI to build **customer intelligence and hyper-personalized recommendations at scale**, through a digital experience.

Solution

- ABAKA's SaaS plug-and-play platform helps our clients quickly deploy their AI-recommendation engine to develop digitised and hyper-personalised ways of acquiring, communicating, guiding and advising customers.
- Next Best Action **predicts and delivers the right product recommendation to the right customer, through the right channel, at the right time.**

Why ABAKA's AI solutions

- **Proven AI-recommendation engine in production with global banks and insurers, constantly learning** from our vast ecosystem of clients, customer data and financial products
- **Plug-and play full stack SaaS platform** with built-in digital customer experiences.

Award winning AI-technology
Insurance, Retirement, Banking

ABAKA's understanding of what clients are looking for

A personalised and digital approach is rarely offered, as the market is still growing and developing. It is however essential to success and sustainability in the banking and insurance arena, with customers seeking:

- Digital experiences
- Timely, Targeted and Relevant personalised communications

Our core platform helps you grow your markets, increase profitability, and service customers digitally

- Build a clear vision to offer hyper-personalisation through segmentation of communications, personalised nudges and conversational AI navigation.
- Providing a digital first and innovative offering that creates a trusted and relevant experience, continually evolving and improving with the pace of digital innovation.
- Powering a digital omnichannel user interface to facilitate engagement and product fulfilment with customers, providing guided journeys and digital transactional capabilities around this central process.
- Individuals can engage with this interface on a regular basis to facilitate the services they require from transactions to guidance and education.

ABAKA: clients and strategic partners

Some of our clients

HSBC

"In my view ABAKA has cracked the go-to-market challenge. Focusing on savings and retirement, the proposition is very compelling." HSBC Global Head of Digital

PRUDENTIAL

Listening. Understanding. Delivering.

Legal & General

GENERALI

عمان للتأمين
Oman Insurance

otpbank

NatWest

Our strategic partners

Gold Microsoft Partner

Microsoft

Microsoft Dynamics® 365

INTEL® AI BUILDERS

Accelerating AI ecosystem innovation with Intel® architecture

EY

avaloq essential for banking

FINASTRA

synpulse MC

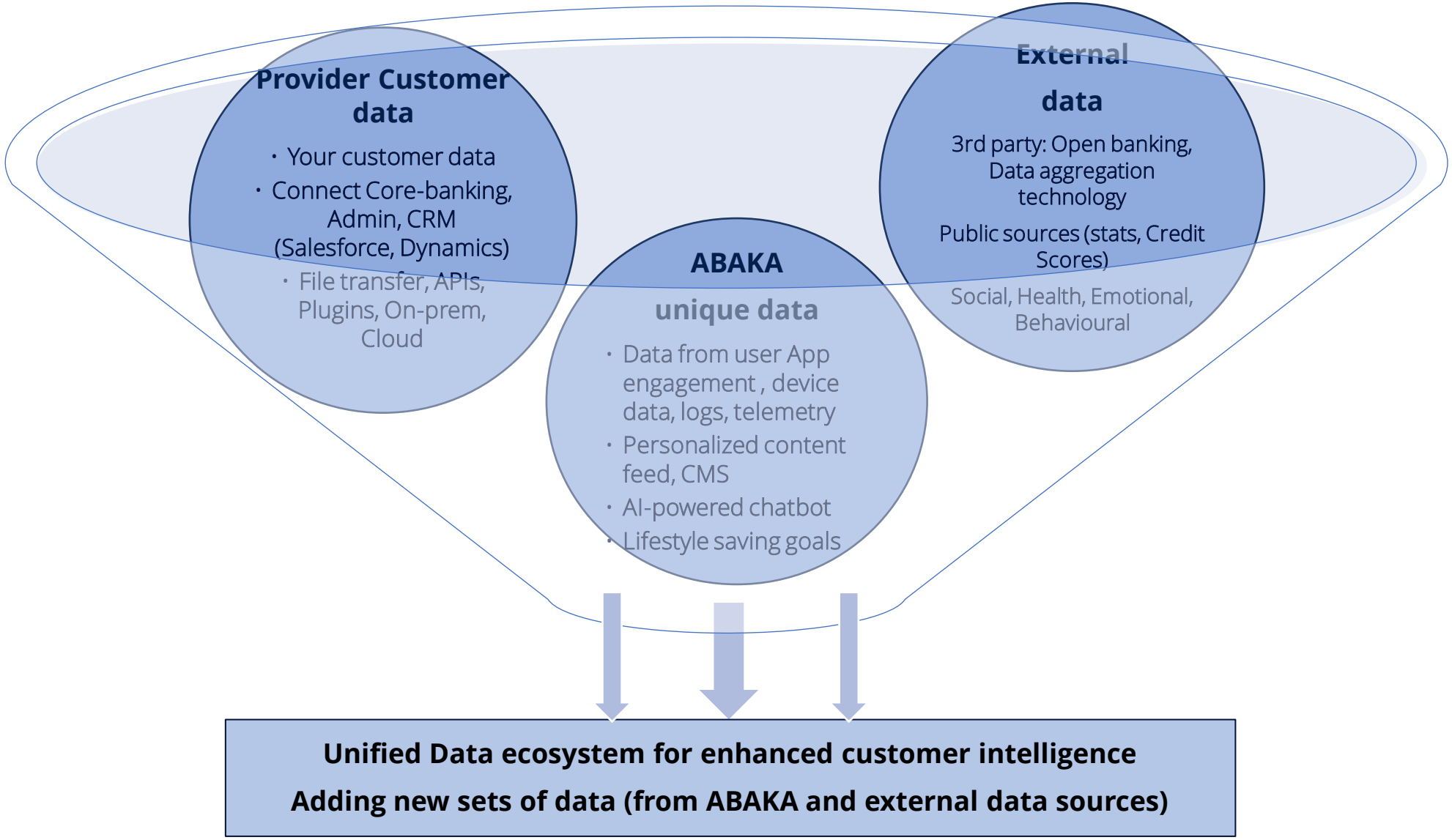
solve · evolve

pwc

CAPCO

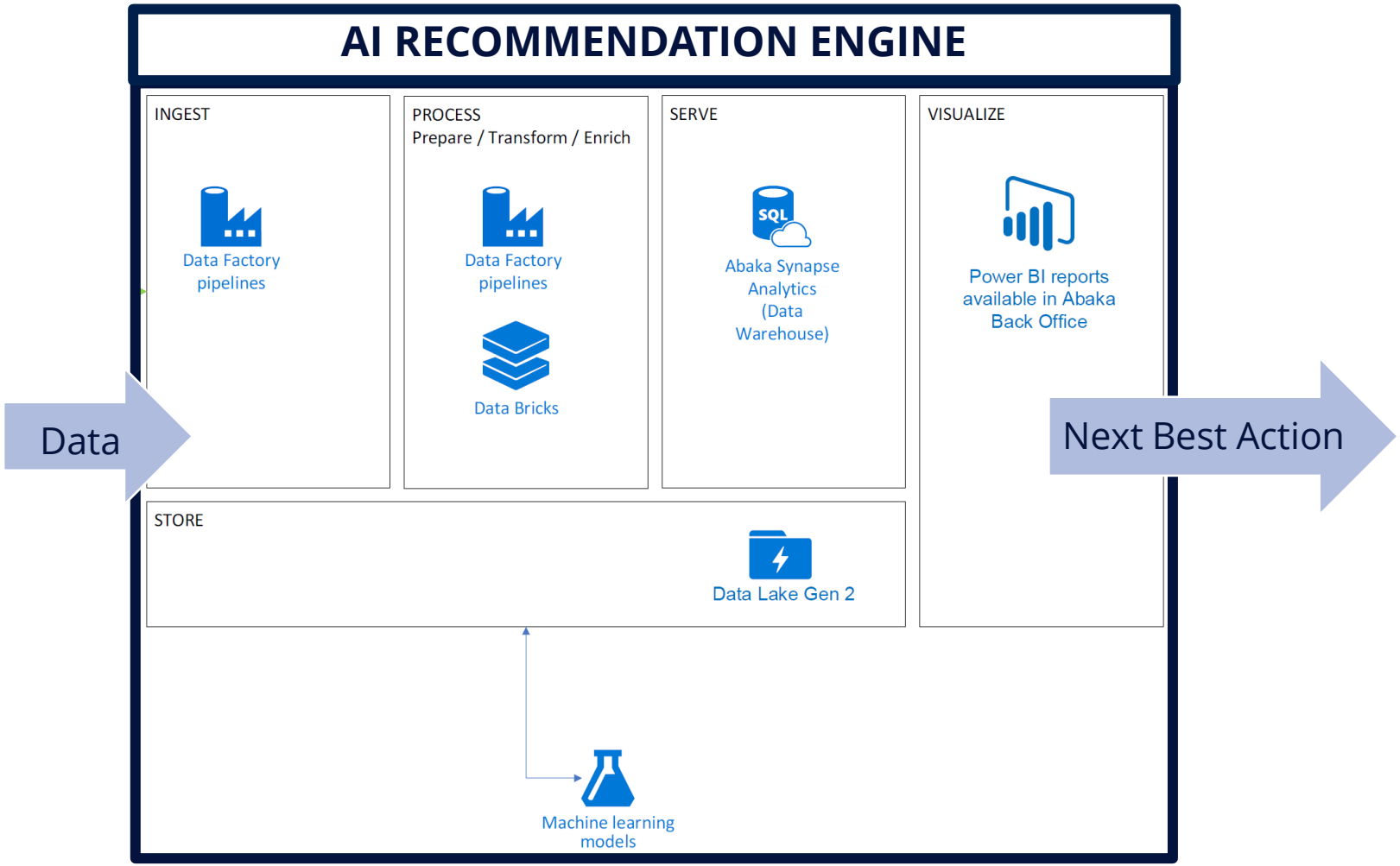
THE FUTURE. NOW.

AUGMENTED DATA ECOSYSTEM



AI RECOMMENDATION ENGINE

Intelligence built across millions of customers, and broad range of products, on over 20 years of data



Banking: checking, deposits, credit cards, loans, overdraft, mortgages

Wealth: Saving, Investments, Goals

Retirement: accumulation, decumulation, planning

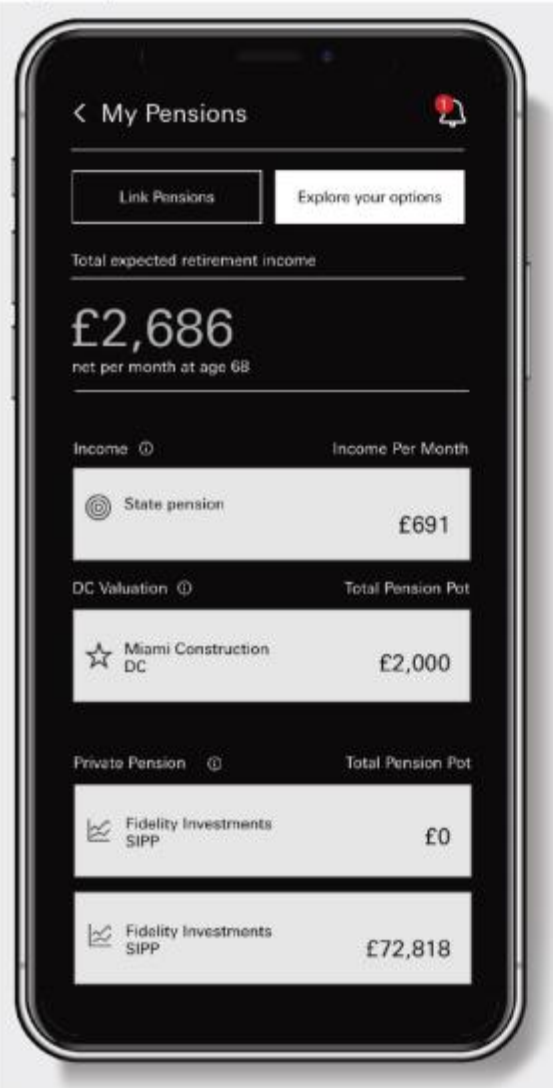
Life: income, illness, death, saving, investment-linked

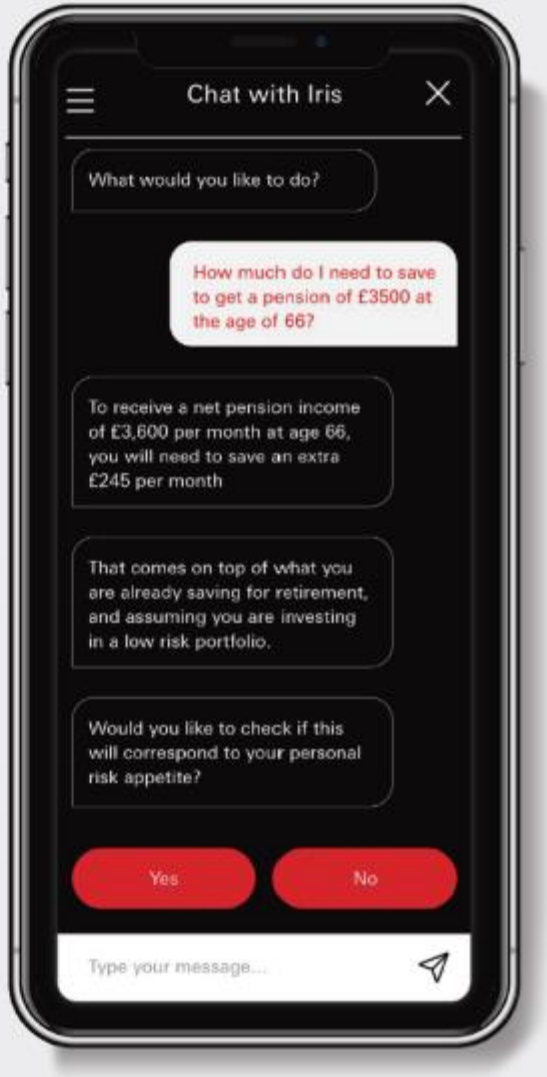
Insurance: Property, Motor, Travel, Health, Family

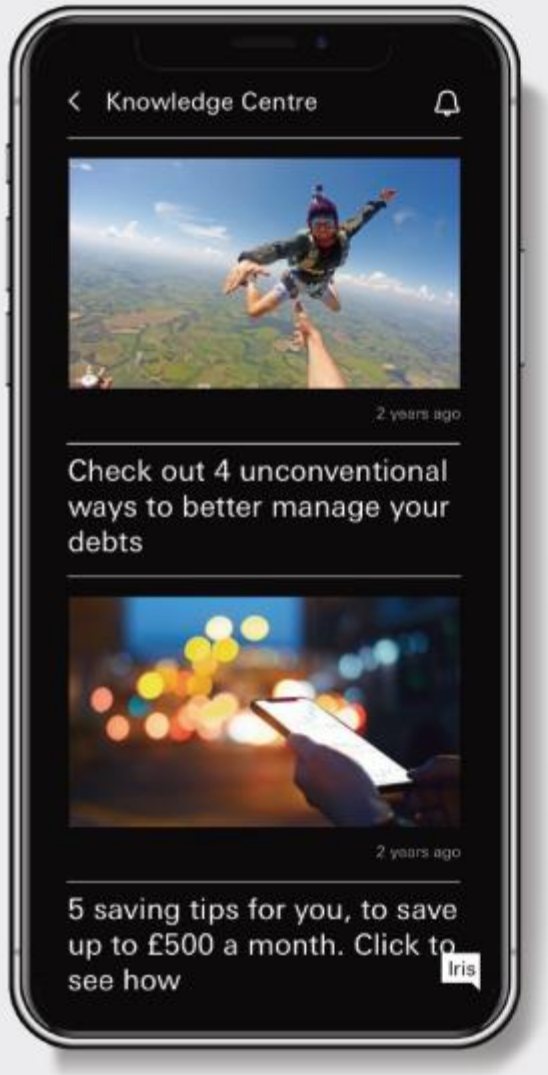
PERSONALIZED RECOMMENDATION WITH DIGITAL EXPERIENCES

- Plug and Play, pre-packaged solutions, to get in production in a few weeks
- Feed of curated content: existing library of articles, videos, images, infographics
- Over 5000 pre-built template recommendations with turnkey end-to-end digital journeys
- Front end delivery: through webviews, APIs, white labelled App, intuitive UI
- Existing recommendations across products (banking, life, saving, insurance etc...)

DIGITAL PERSONALIZED EXPERIENCE







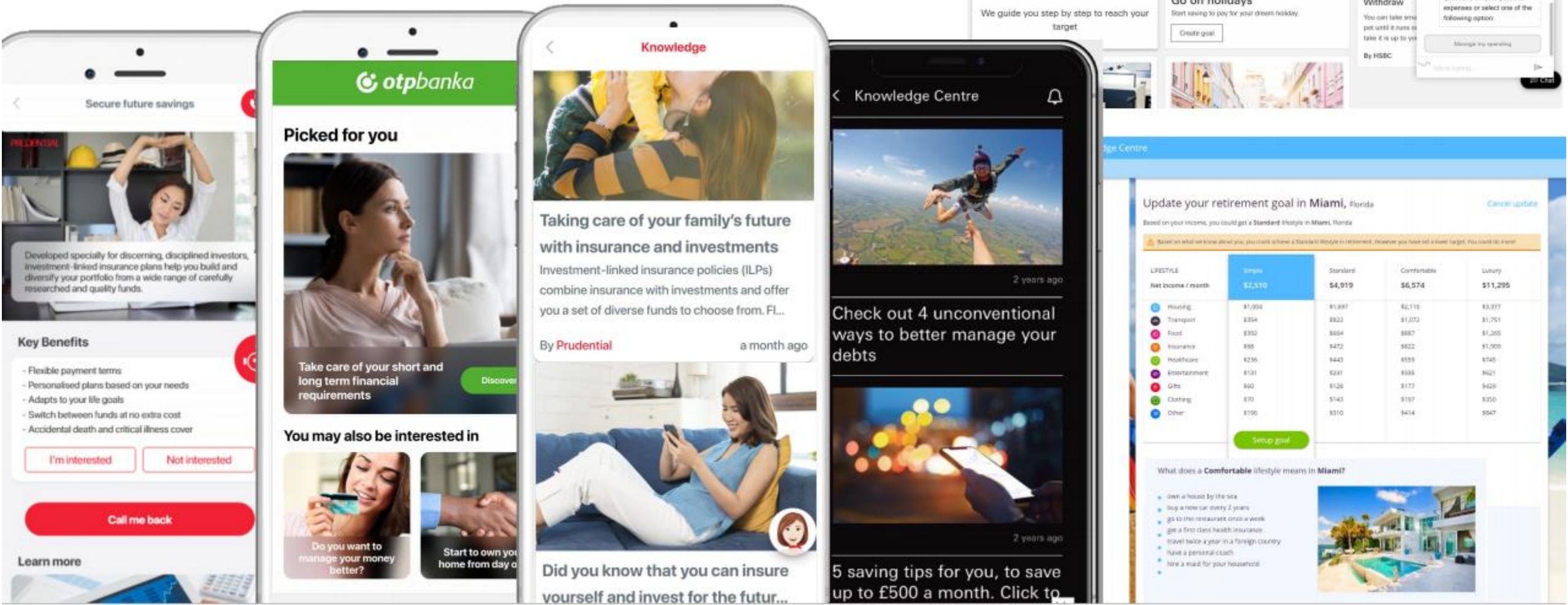
Financial wellbeing

Approaching retirement

At Retirement

Examples of Digital Apps B2C & B2B designed and built for our clients

State of the art expertise in designing and delivering custom applications (Native, Web, Omnichannel): outstanding digital customer experiences and seamless integration with your back end technology. True omnichannel UI and UX designs that deliver significant customer engagement

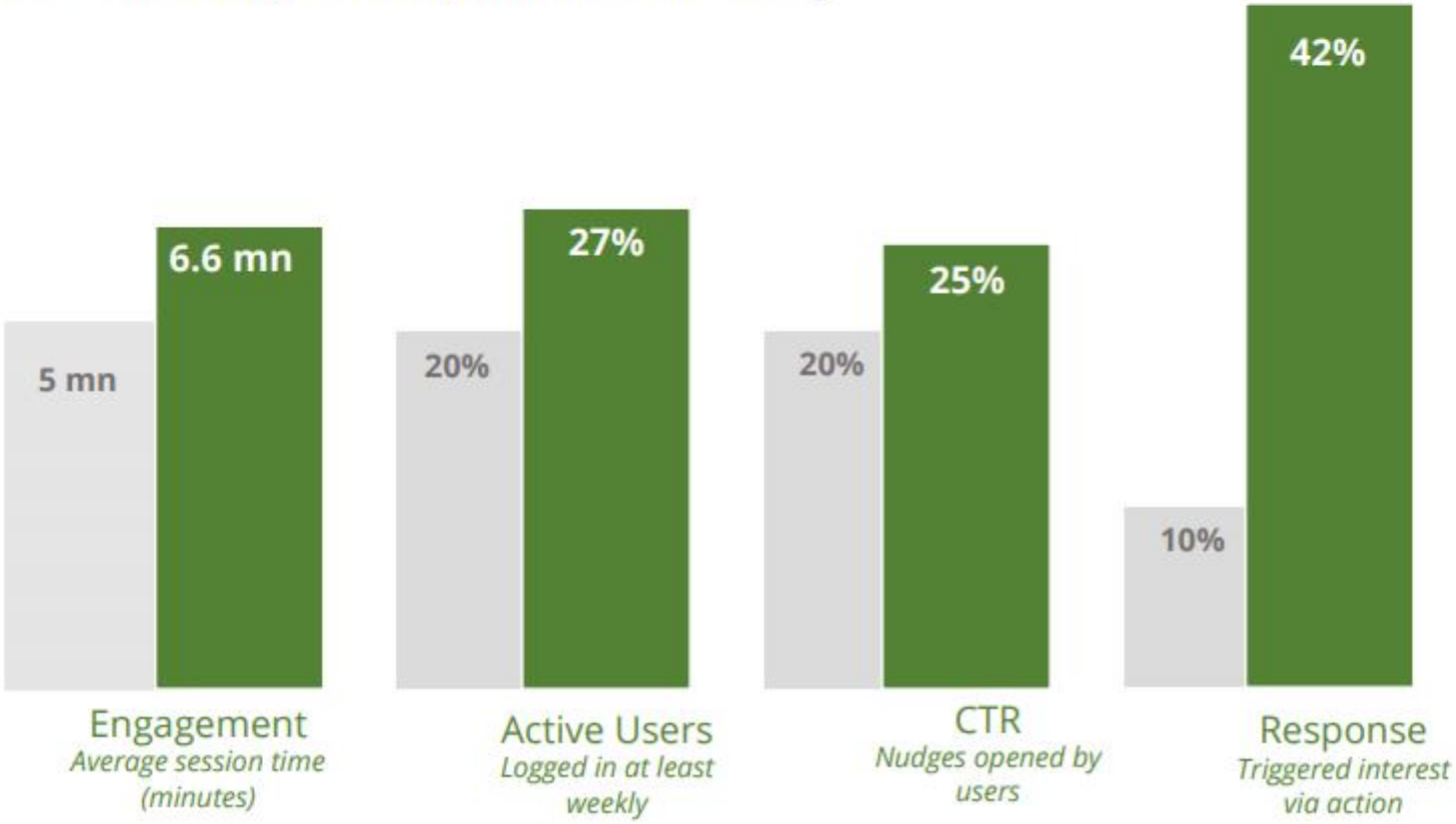


Customer Success story 1: higher engagement & upsell

OTP Bank needed to create a hyper-personalised digital experience for their retail customer in Central Europe to increase product uplift & cross-sell

OTP Bank Initial Targets: the bank was ambitious and even started with setting up high initial targets to be achieved with the new ABAKA solution

ABAKA return on investment: despite these high targets, the ABAKA solution outperformed on all KPIs with the response to product recommendations being 4 times higher than the defined target



Customer Survey based user responses

Target customer base of 180,000 digital users, on credit card and lending products, 3 months period KPIs

otpbank

OTB Bank's return on investment

€1,45 million

Profit in 5 years

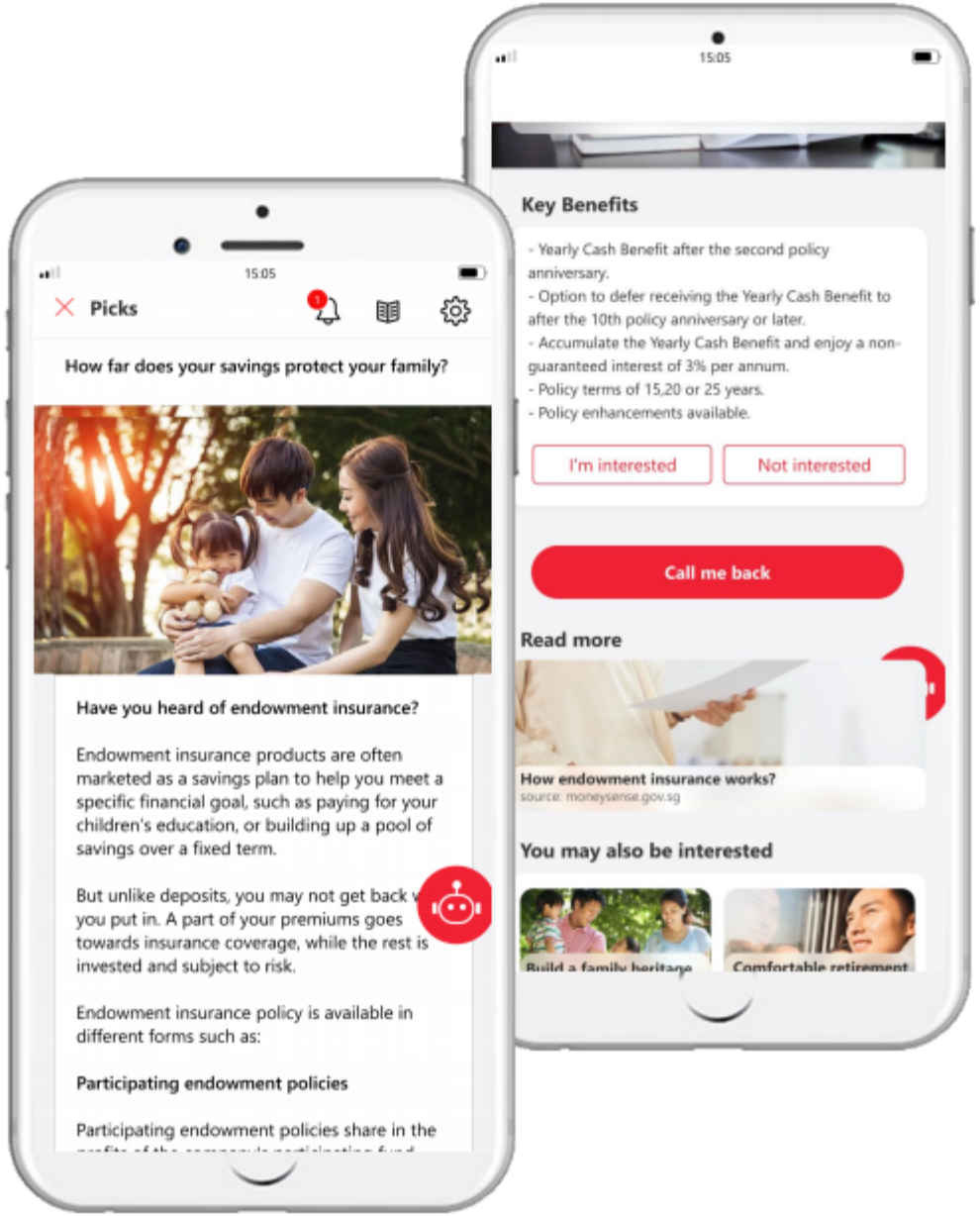
338%

ROI in 5 years

Customer Success story 2: Life & Health protection with Prudential Asia

Hyper personalization drives engagement and deepens Prudential Asia's relationships with its customers.

- Prudential Asia partnered with ABAKA in early 2020 to deploy the AI-powered Next Best Action and Chatbot, to engage and activate retail and mass affluent policy holders over 6 countries and 25 million customers
- AI-powered product recommendation engine covering 273 Prudential products, with ABAKA integrated into Salesforce CRM and the legacy admin platform
- Prudential Asia recognised that digital platforms (WeChat, Grab) and incumbents are disrupting its traditional distribution channels and are innovating to personalize their customer experience
- After reviewing other vendors (including Google, Salesforce) and the costs of building in-house, Prudential Asia concluded that ABAKA's platform allow them to go to market faster, and deliver personalized and contextualized digital experiences to their customers, while strengthening the quality of advice provided by their agents and RM



ABAKA CONFIDENTIAL INFORMATION

RESULTS & ROI: material increase in customer engagement & product upsell

The results speak for themselves:

Improve customer digital experience and speed to market, engage customers across business lines:

- • 1.5X increase in digital adoption
- • 500% increase in customer engagement
- • up to 40% increase in customer satisfaction (Net Promoter Score)
- • Up to 85% faster time to market
- • Identified the persona and segmentation, and the relevant data and personality traits (AI-recommendation features) contributing the most to the prediction AI engine for Prudential Asia

Improve revenue and product sales conversion, improve customer value and retain customers across channels:

- • Up to 30-40% improve on sales lift conversion and offer redemption
- • 10-30% reduction of attrition costs (customer retention)
- • Over 10% revenue improvements
- • Up to 3X improvement on Customer Long term Value
- • Improve Cost of Acquisition by average 40% for cross-sell

Customers recommendation	Best single product	Best top 2 products	Best top 3 products
Customer without purchase history (ABAKA AI model 1)	18%	25%	32%
Customer with purchase history (ABAKA AI model 2)	23%	30%	37%
vs. benchmark random selection (no AI)	0.36%	0.73%	1.1%

Data set: over a 3 months period, for 1.4 million customers, with 20 years purchase data history

Want to know more?

Contact: partners@abaka.me