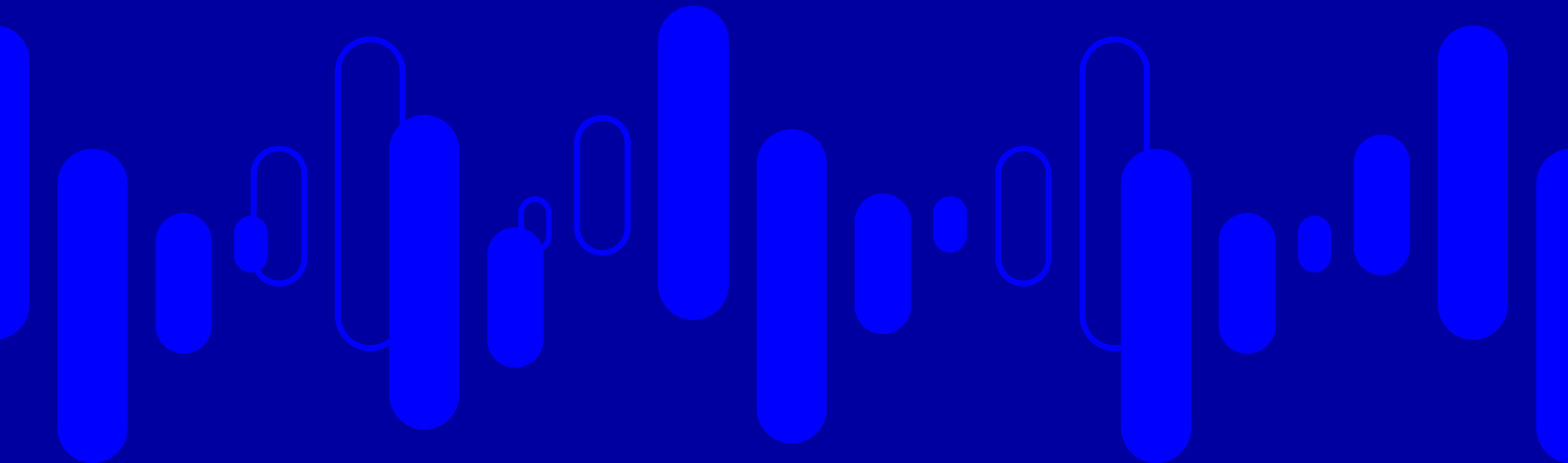




Applied Generative AI Nordea Virtual Assistants

Dansk IT Arkitekturdagen

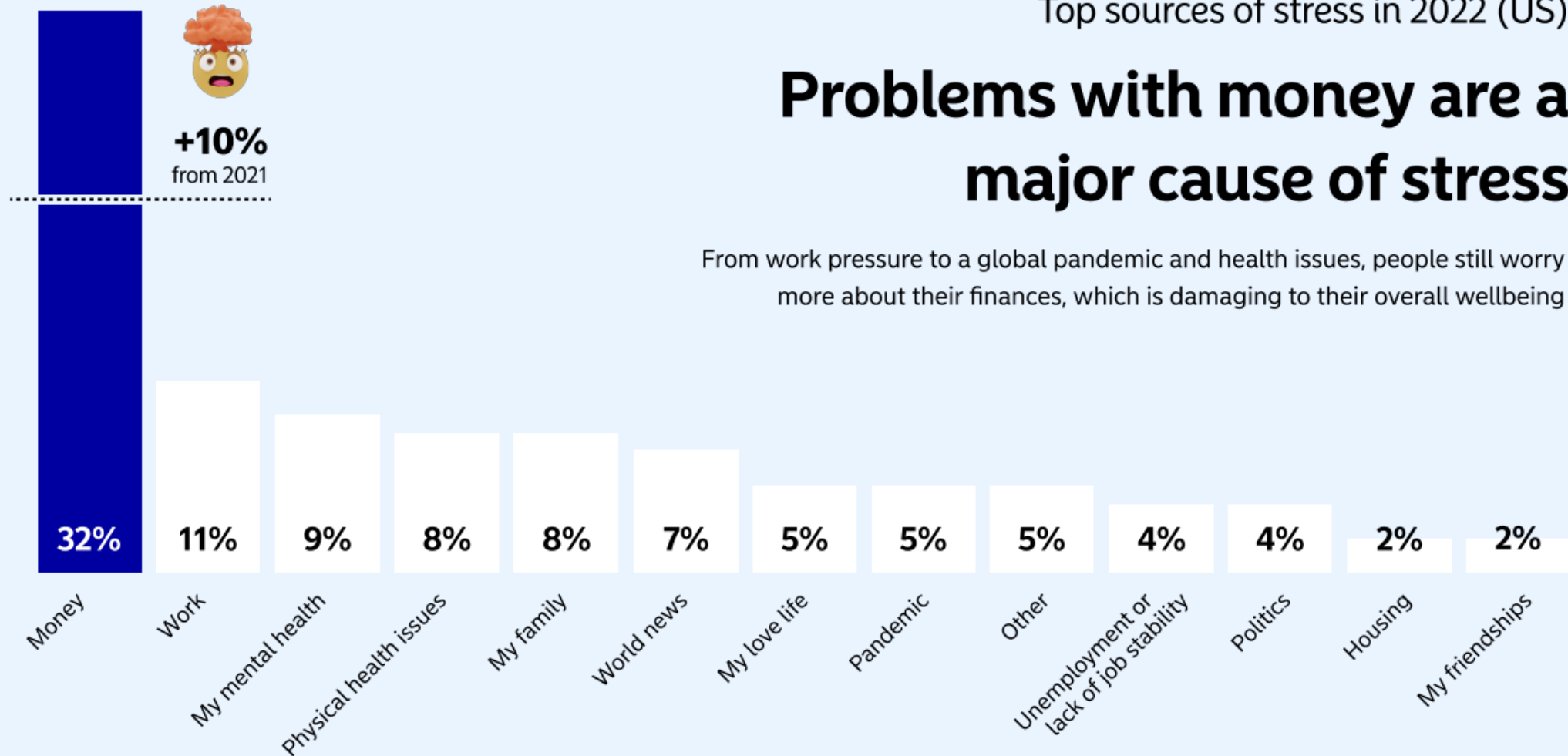
Mikkel H. Brahm, Head Architect | Nordea Group Architecture



Top sources of stress in 2022 (US)

Problems with money are a major cause of stress

From work pressure to a global pandemic and health issues, people still worry more about their finances, which is damaging to their overall wellbeing



Updated business plan with higher target



2022–25

The preferred financial partner in the Nordics

Raising the bar

Firm financial target bringing us to best-in-class in the Nordic and European markets

Best-in-class omnichannel customer experiences and further value creation for shareholders

Meet and exceed customers' expectations and deliver competitive shareholder returns with firm focus on capital excellence

Well equipped for the future

Accelerate development of focus areas and ensure stable and well-diversified credit portfolio

2019–21

A strong and personal financial partner

New strategic direction and targets

Grow credibility and retake lost ground in business

2025 financial target

Return on equity >13%

Assumes CET1 requirement of 15–16%, including management buffer

Supported in 2025 by

Cost-to-income ratio 45–47%

Loan losses Normalised ~10bp

Capital and dividend policy

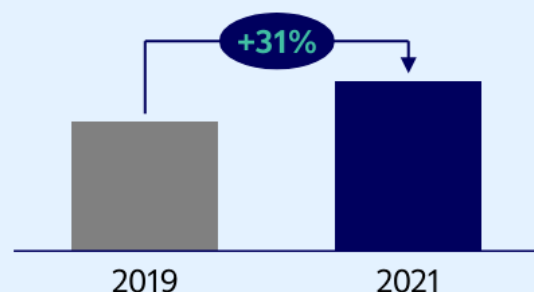
60–70% dividend payout ratio; excess capital distributed through buy-backs

Management buffer of 150–200bp above regulatory CET1 requirement

Digital is a key enabler in our relationship model

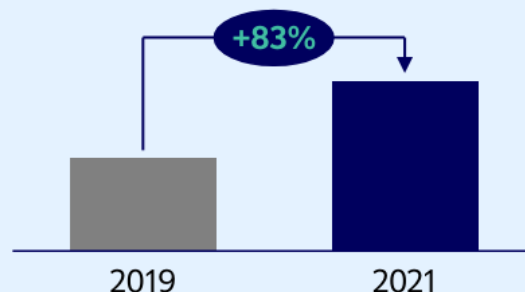
Increase in digital customer interactions ...

of mobile bank log-ons



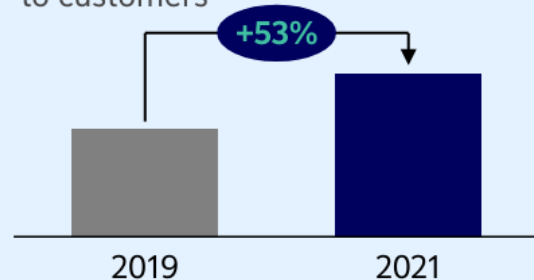
... and the majority of our human advisory is virtual

Share of online meetings



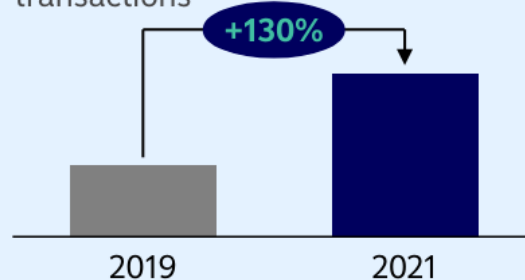
Significant increase in number of personalised digital messages ...

of analytically driven 1:1 messages to customers



... as well as in digital initiated sales

Digitally initiated funds sales, transactions

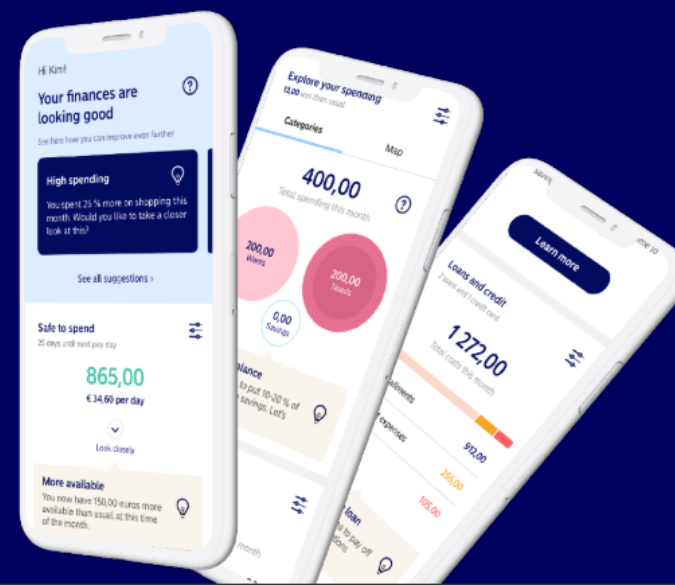


Making banking easy through

Fast and engaging **digital onboarding**

Personalised experience in digital channels

Actionable insights to improve financial well-being

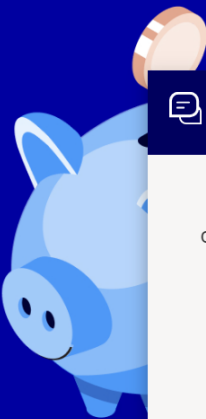


Nordea

Nyhed! Lås din opsparing i 3 måneder - og få op til 3% i rente

Med vores Fastrentekonto kan du nu låse renten på din opsparing i helt ned til 3 måneder og få en attraktiv rente.

Se, hvad du kan få i rente



Chatter med Nova

Velkommen til Nordea! Dette er en åben chat, skriv derfor ikke personoplysninger som navn, CPR-nr. og kontooplysninger. Vi gør opmærksom på, at denne samtale bliver gemt.



Nova
Din virtuelle rådgiver

Hej, jeg hedder Nova, hvordan kan jeg hjælpe? 🙋

Jeg er alene på arbejde, hvis du vil snakke med en af mine kollegaer, sidder de klar på telefonen alle dage fra 08.00-20.00.

Lige nu bliver jeg spurgt mest om følgende 📌

- Udfordringer ved online kortbetaling
- Find Betalingsserviceoversigt
- Find kontooplysninger



Boliglånsberegner



Hvad koster det at låne?

Investeringsberegner



Beregn hvor meget din opsparing kan vokse

Lån i din friværddi



Hvad koster det at låne i friværdien?

Nordea Gold Mastercard



Lavt årligt gebyr og op til 40 dages rentefri kredit

Få overblik over dine muligheder



Ny rente på dit Rentetilpasningslån 1. oktober 2024

Skal du også køre



Lån til elbil til

Design Principles for Virtual Assistants

- **reflect and mimic the logical functions performed by human workers**, making it a gradual (step-wise) and distributed approach possible for replacing or augmenting the human workers, and benefit from reusing existing infrastructure.
- **ensure appropriate transfer or escalation of tasks** from virtual assistant to human worker, where the virtual assistant cannot effectively resolve the user's intent or the required actions.
- **keep user interfacing, interaction logic separated from the functional logic**, to better prepare for future changes and extensions to the range of interfaces (e.g. voice assistants).
- **keep functional *business logic* separate from conversation logic** and rely on configured data (knowledge base) and interfaced services (e.g. NDF), to maintain content agnostic.
- have **appropriate support processes and tools** in place for developing and maintaining the information (knowledge) content of the solution.
- **allow for exploratory discovery work**, in areas where the technologies are maturing, and ensure that sustainable and valuable findings are continuously incorporated and consolidate into the master architecture, prior to scaling the implementation.

AI Supported Conversational UI

Conceptual Target Architecture

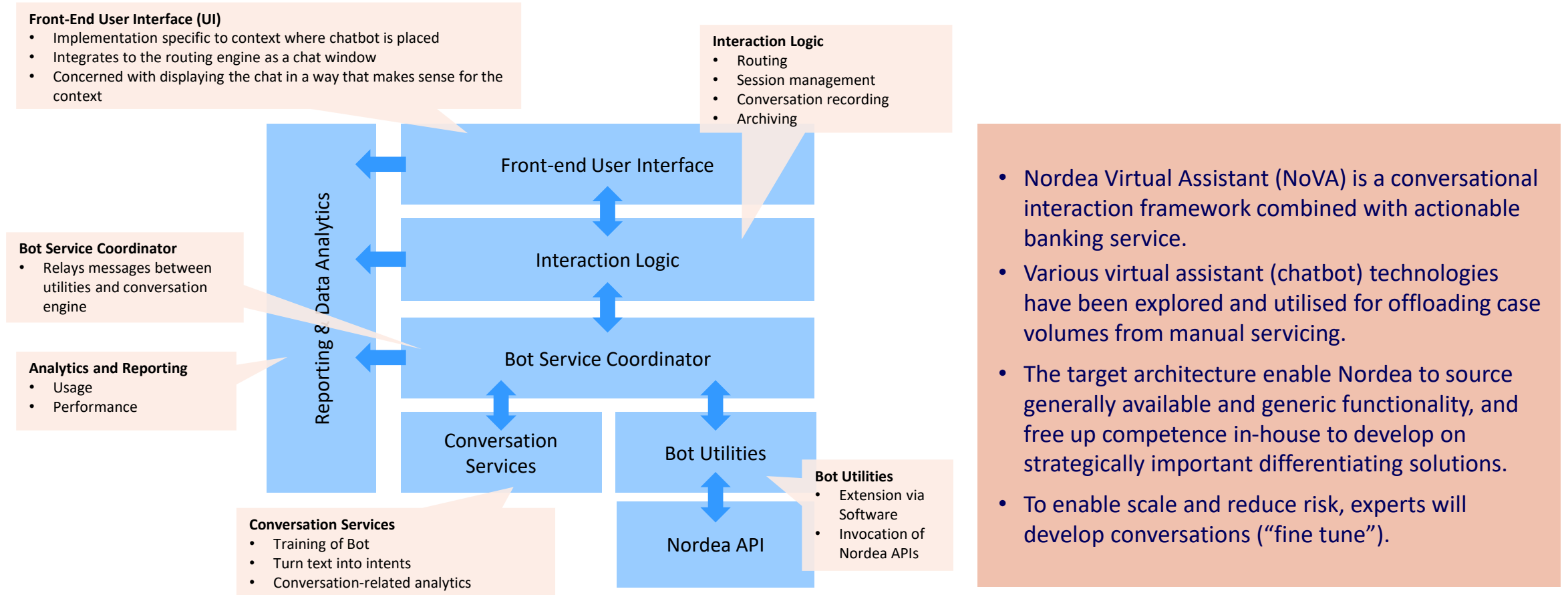
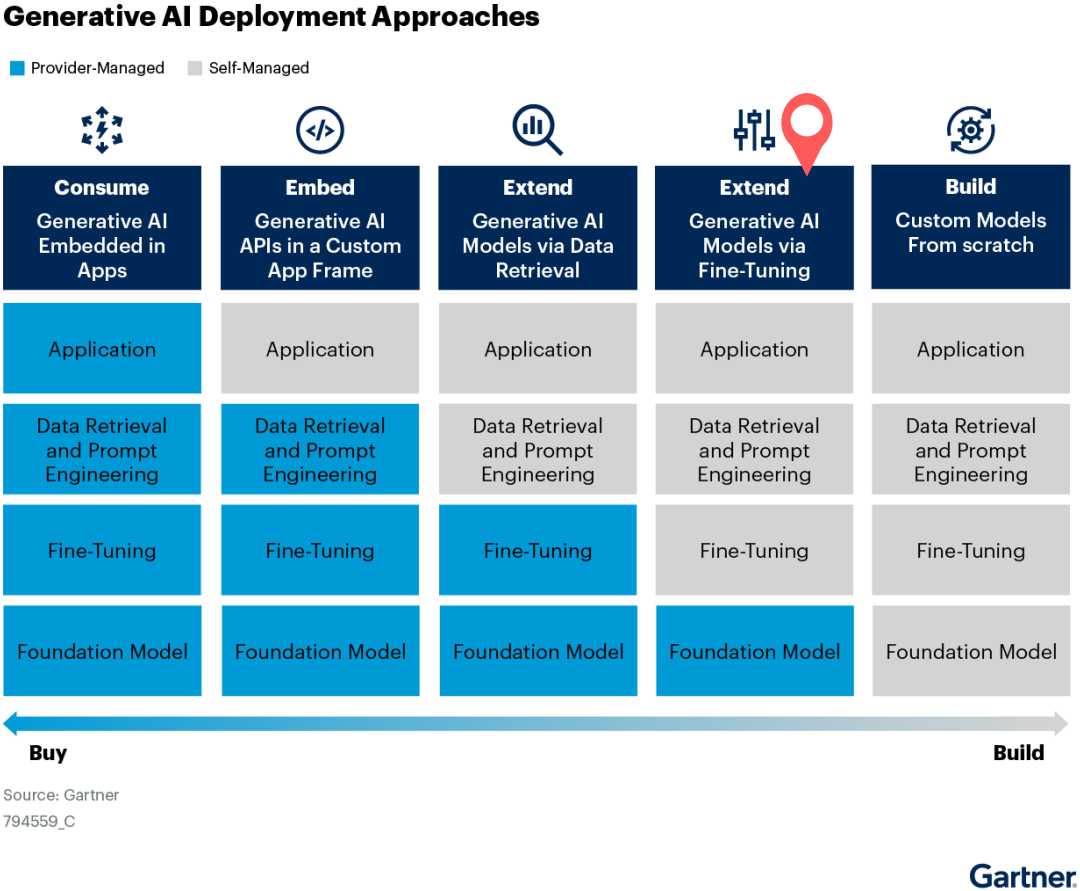


Figure 1: Generative AI Deployment Approaches



Source:
How to Choose an Approach
for Deploying Generative AI
7 July 2023 - ID G00794559



[View Document](#) 

AI will augment (not replace) Software development

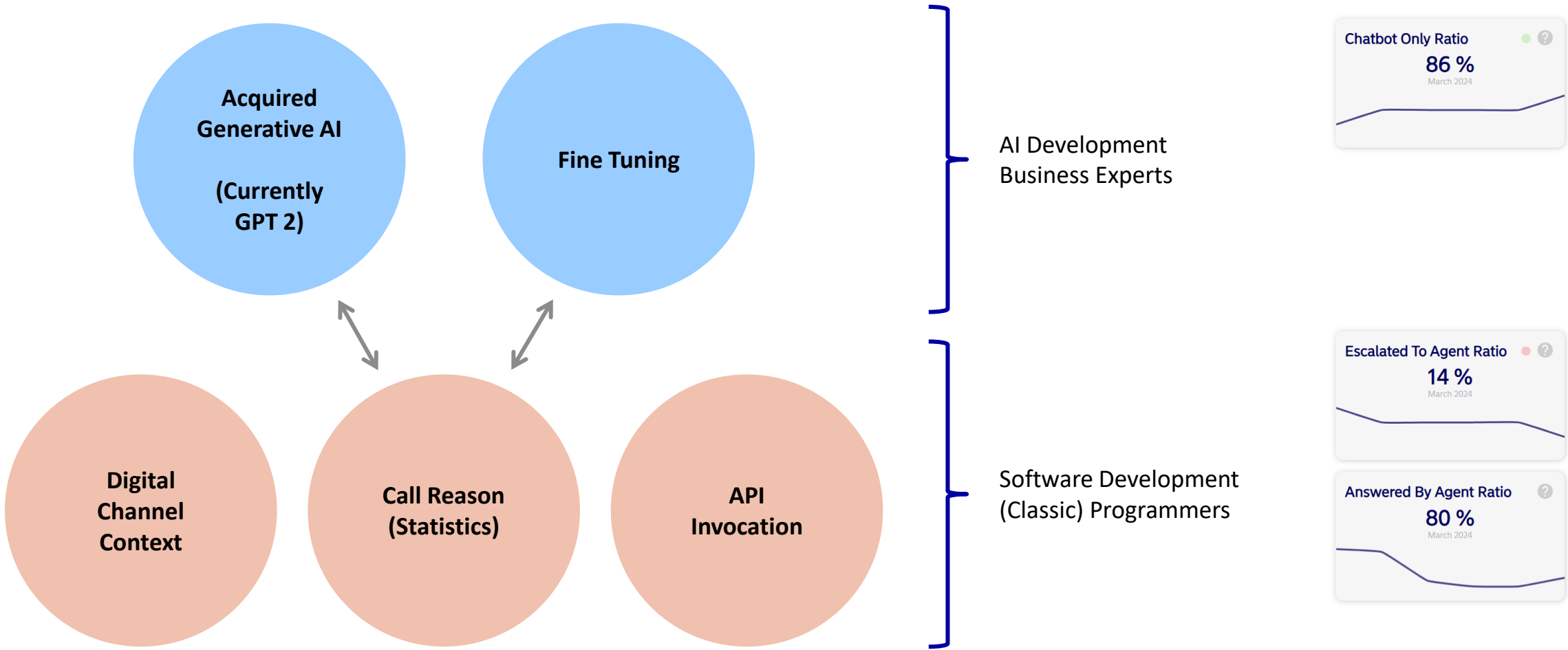
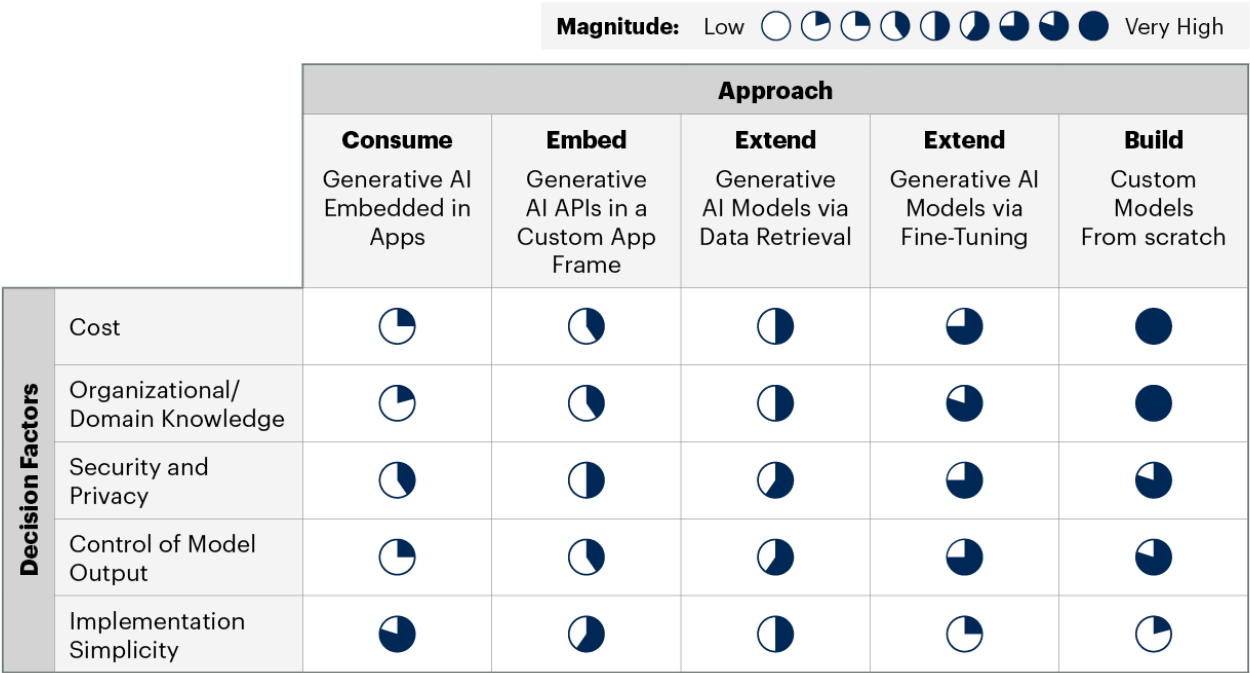


Figure 2: Comparison of Generative AI Deployment Approaches

Comparison of Generative AI Deployment Approaches



Source: Gartner
794559_C

Source:
How to Choose an Approach
for Deploying Generative AI
7 July 2023 - ID G00794559

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