

# Artificial Intelligence for the Financial Services Industry



*In a highly complex and regulated business environment, the successful financial services provider is passionately client and people centric and growth is enabled through applying the way of work and all products and services to the individual customer journey. At the same time employees are empowered with AI to drive operational efficiency and to enhance customer and employee experiences. Holding client centricity as the focal point ensures that client needs are prioritized ahead of internal business constraints. This directs the focus to champion the client and to include more potential clients, rather than attempting to change client behaviour to accommodate business constraints.*

## **Constrata enables integrated Machine Learning**

Praelexis Constrata provides the ideal platform to make this possible in an AI and ML environment for the Financial Services Industry. To enable data scientists to do fast prototyping and take solutions through all the development phases to a production-ready status, we use Praelexis Constrata. Constrata is our proprietary Managed Machine Learning platform running on the Microsoft Azure Kubernetes Service (MPaaS or “Managed Platform as a Service”). At the heart of the Constrata platform is an all-inclusive eco-system of features and tools. The platform encapsulates the whole technology stack whilst enabling data scientists to focus solely on building their models. We can integrate and embed Constrata in a business data environment to simplify, automate and advance systems into an integrated learning platform where your business is driven by robust data analytics. Our platform assists with the identification of research problems, acquires and cleans the data from structured and unstructured sources, supports the Machine Learning model building process, tests and validates the models and subsequently launches the crafted solutions.

## **Client Behaviour**

Praelexis Cognitive FSI solutions leaves the traditional client profile behind in order to enable dynamic client behaviour modelling utilising client demographics, psychographics and transactions. Our dynamic profile centralises highly personalised, multi-channel interactions, consolidates client data and provides a single, holistic view of the client. The Praelexis Constrata platform provides the ecosystem for the Machine Learning (ML) models that enables the organization to serve clients in their decision-making process and predict behaviour to ultimately help clients become financially independent.

## **People Empowered By AI**

Empowering consultants with AI enable your customer-facing people to serve more effectively via real time access to AI driven tools, customer and product information.

## **Operational Efficiency**

Praelexis Cognitive FSI solutions has built in capabilities to streamline and automate critical operations, for example in credit granting and compliance management.



### Fraud Detection

Our fraud detection models continuously learn from new fraud cases and recognise fraudulent behaviour like suspicious transactions, card swapping fraud or bank statement fraud.



### Governance and Compliance

Our AI models support conformance with regulation (eg. IFRS 9) for business operations, and assist effectively and cost-efficiently to mitigate risk of non-compliance and poor governance.



### Risk Management

Combining a variety of data sources, our models mitigate risk and forecast different scenarios. This helps financial services organisations to automate and manage the complexities of a highly regulated environment.

## Risk Management Solutions for the Financial Services Industry

*Managing risk, curbing fraud and ensuring good governance and compliance is critical to the existence and sustainability of Financial Institutions.*



### Credit for Individuals

Our credit risk and loan behaviour models calculate credit risk scores, calculate net take home pay, predict defaulting on repayments and recommend the optimal remedies for loan defaulting.



### Credit for SMEs

Our loan granting models combine data sources to calculate small, medium and micro-enterprises' credit scores and predict loan behaviour.



### Credit Process Automation

Our RPA (Robotic Process Automation) models automate or augment processes (e.g. mortgage applications) previously done completely by humans.

## Credit Solutions for the Financial Services Industry

*The responsible granting of credit is one of the most profitable revenue streams of financial institutions. Getting the credit platform right, is of the utmost importance.*



### Client Behaviour

Our smart client profile combines structured and unstructured client data to analyse and for our models to assist clients to spend responsibly and save diligently, while investing in hyper-personalised value-add services.



### Sentiment and Churn Analysis

Importing relevant CRM data, our models describe customer sentiment and predict churn, initiating interventions.

## Behaviour-driven solutions for the Financial Services Industry

*Enabling client-centricity requires a dedicated interest in and deep understanding of clients and their financial needs. By responding intuitively we provide value, build loyalty and drive revenue.*