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JUNE 9-11, 2024 | LAS VEGAS

How To:
Measuring (and Improving) The Value of Your Next Best Action Program

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Bank of Ireland

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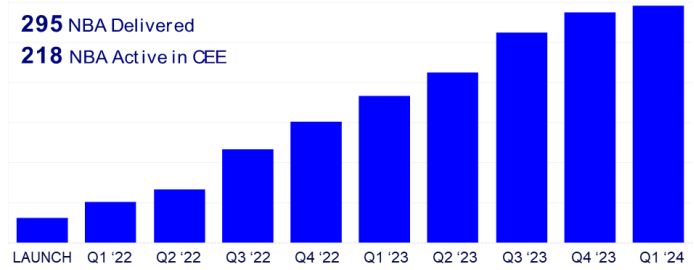
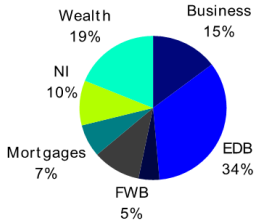
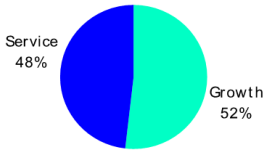
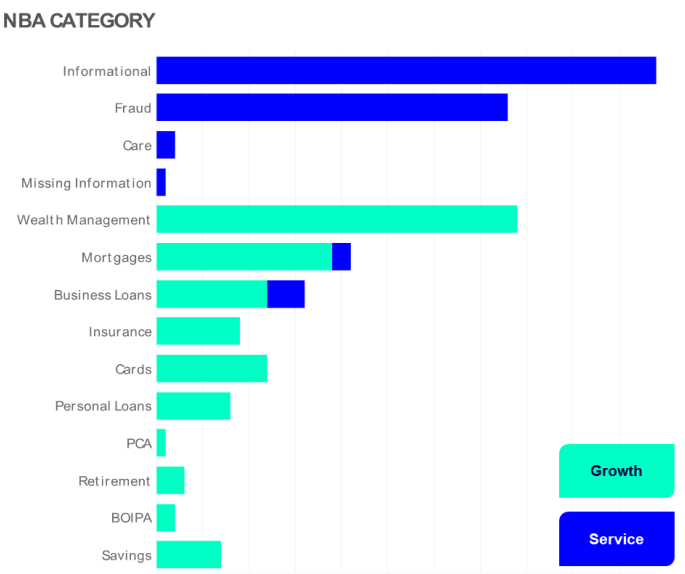


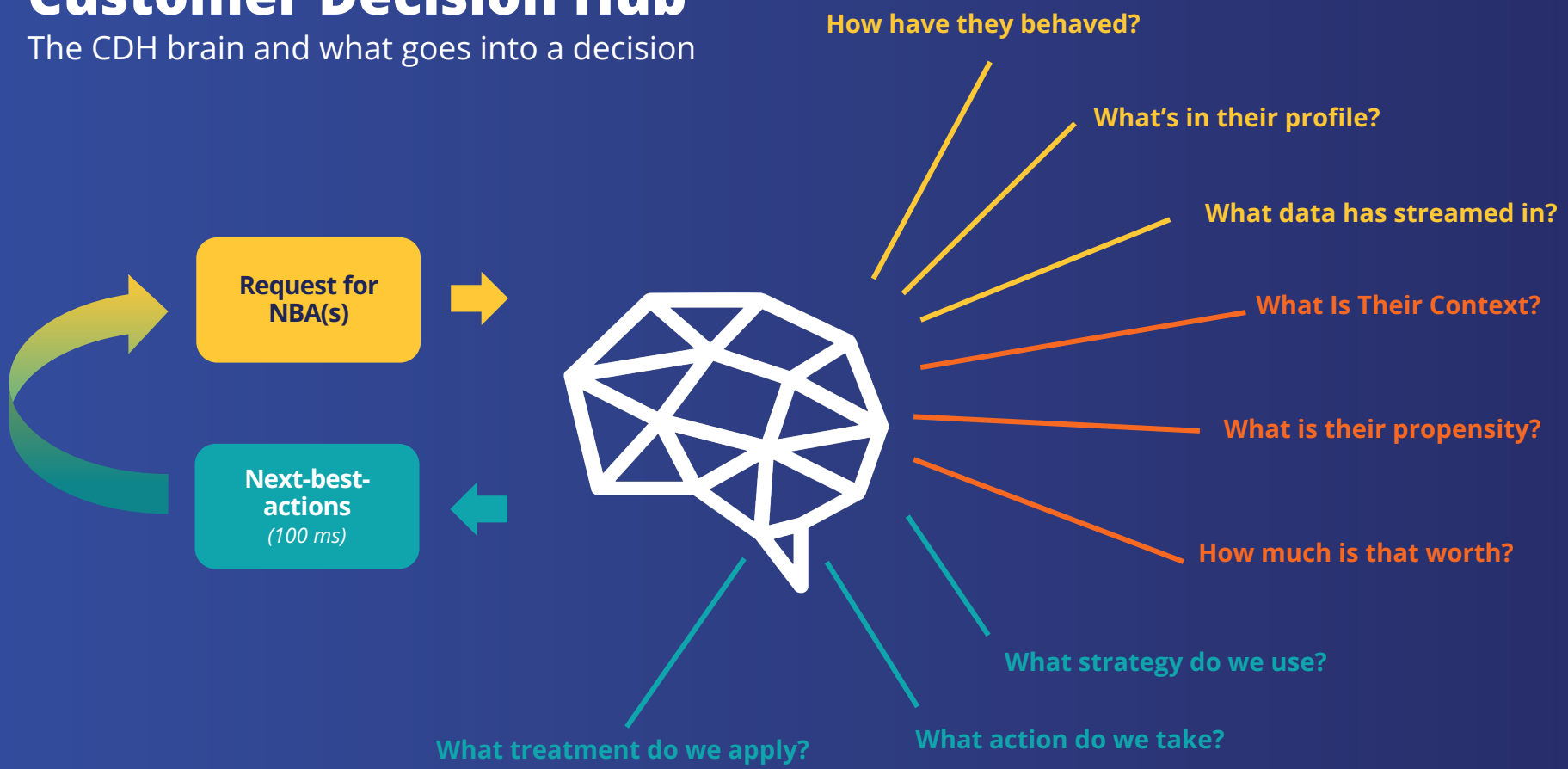






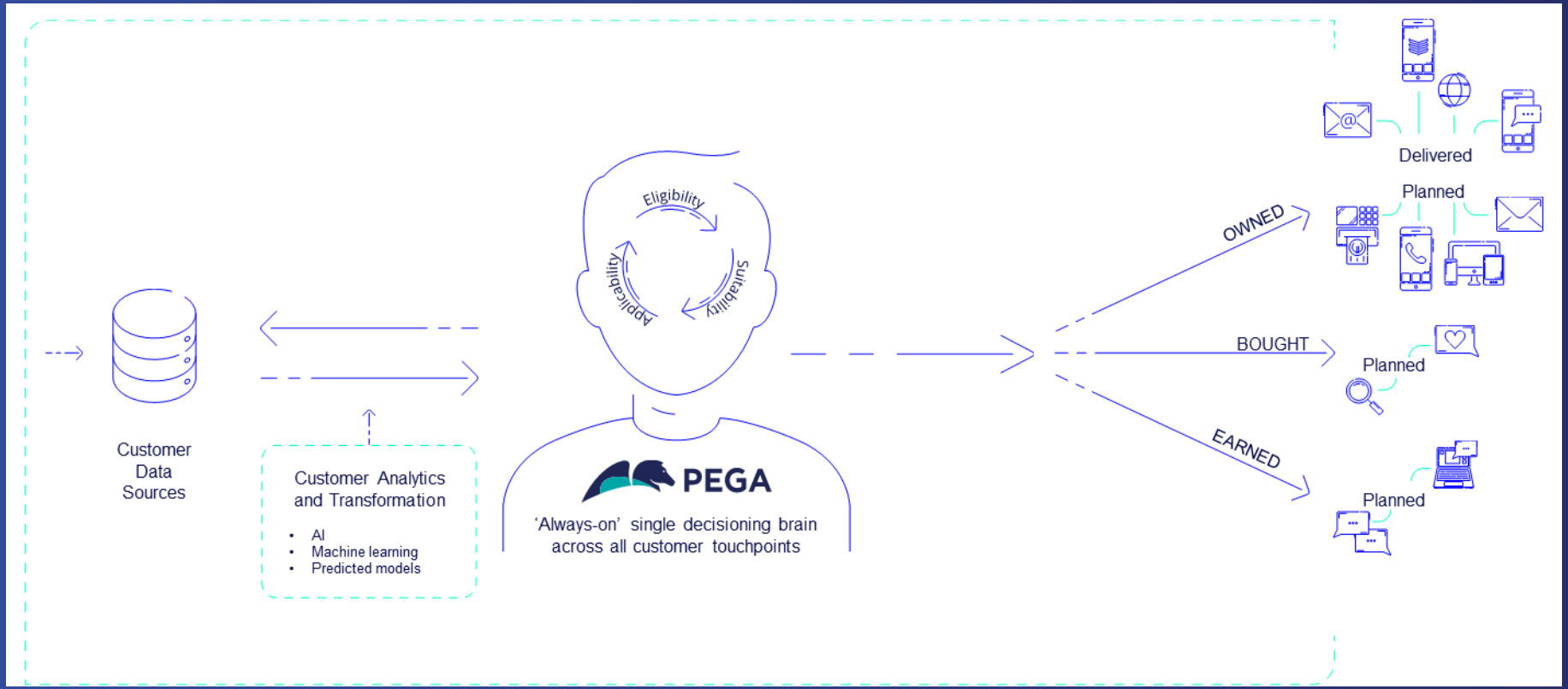
Customer Decision Hub

The CDH brain and what goes into a decision



Customer Decision Hub

The CDH brain and what is looks like in Bank of Ireland



Customer Decision Hub

Request for NBA(s)

Next-best-actions *(100 ms)*

Customer action library

Engagement policies

Constraints

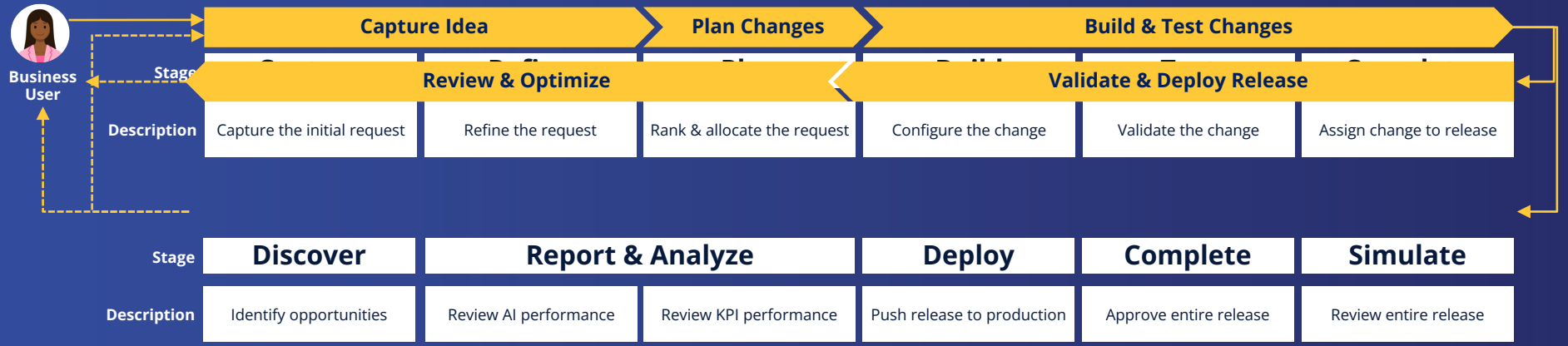
Arbitration

The next best action(s)

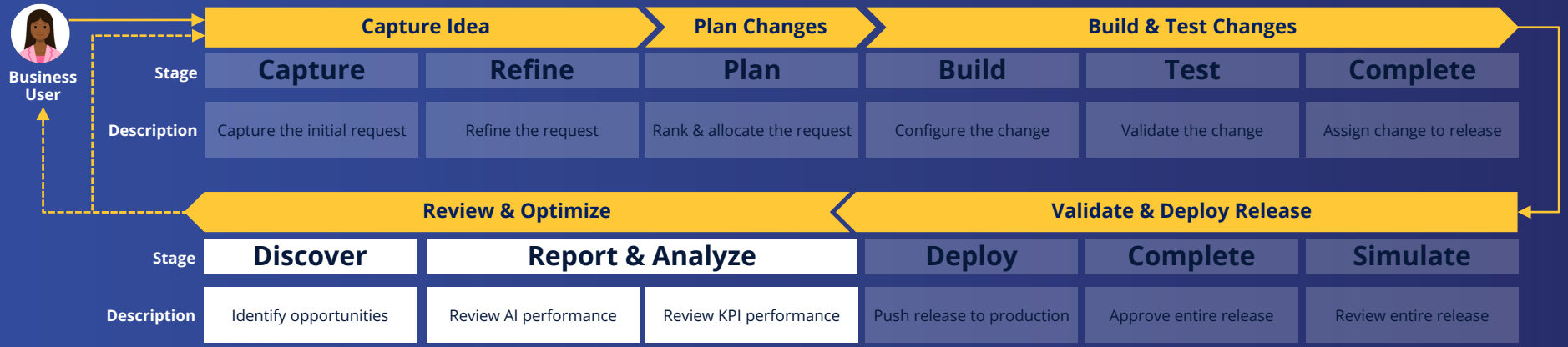
The right message, paired with the right treatment, delivered at the best time, in the preferred channel

Web | In-person | Chat | Mobile | Email

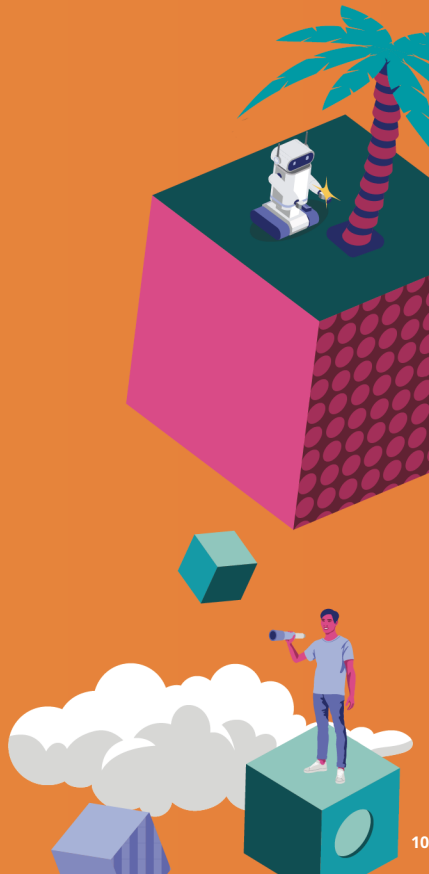
Business Operations Process



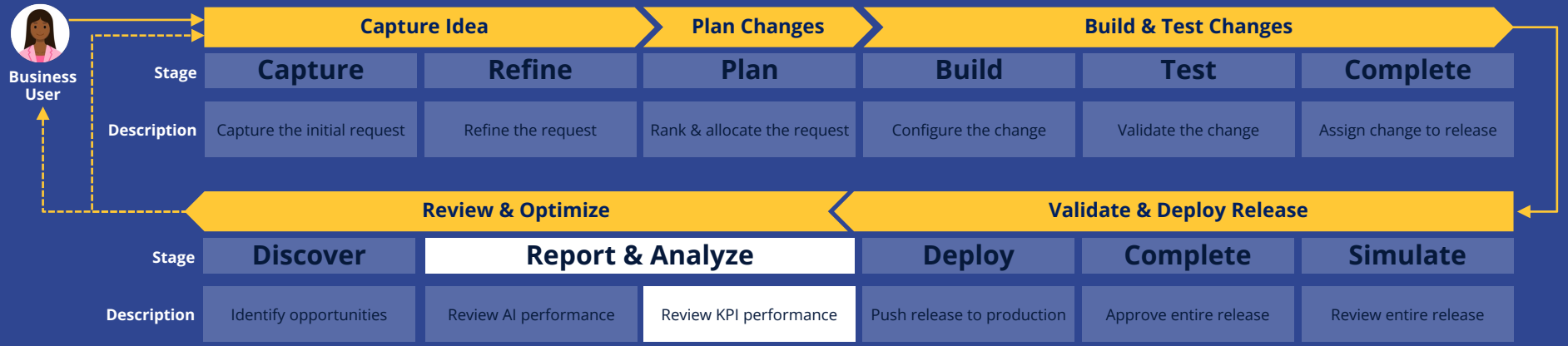
Reviewing And Optimizing Your CDH Performance



Reviewing your KPI performance

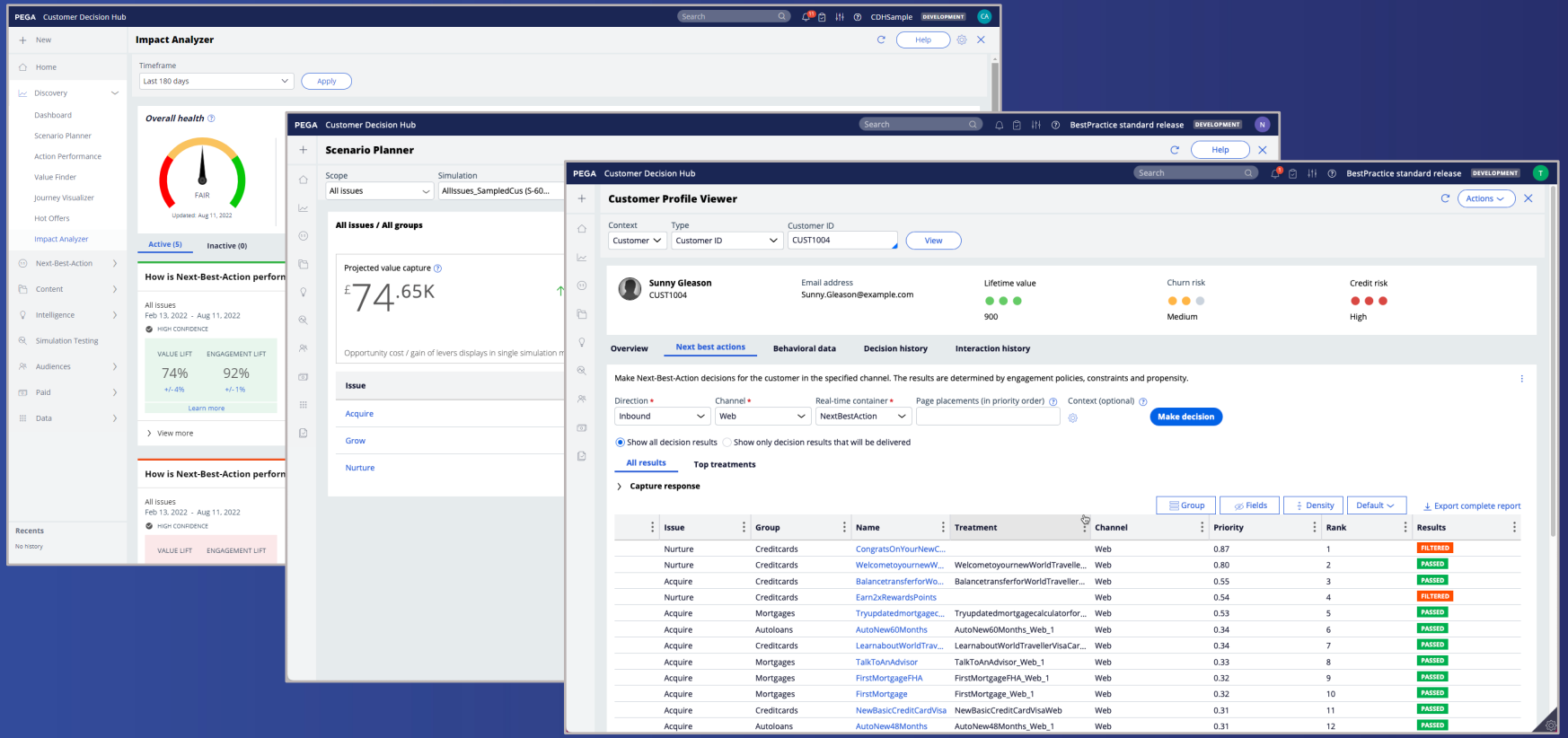


Reviewing Your KPI Performance

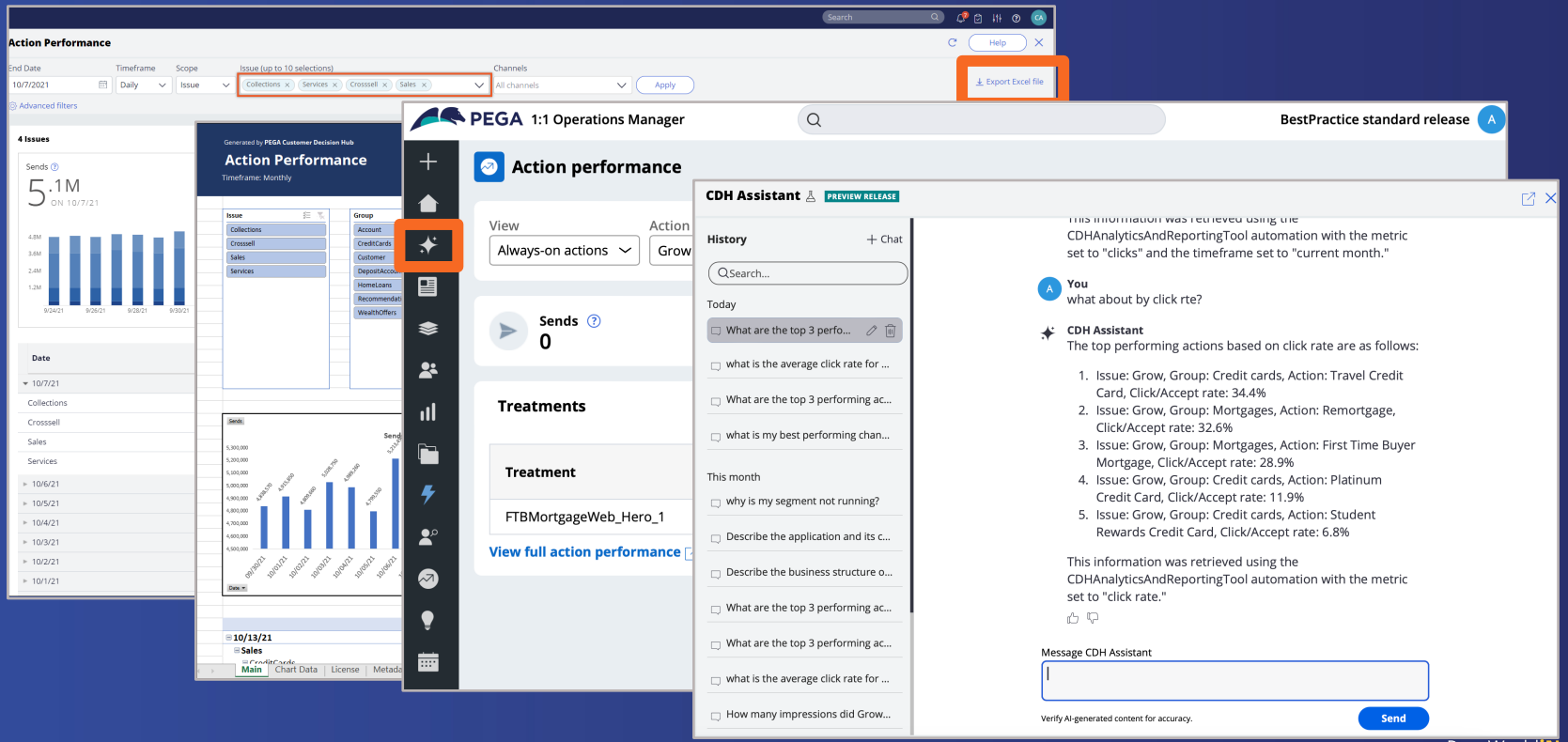


- How is my NBA Framework performing?
- How are my NBAs and channels performing?
- How are my NBAs impacting the business?

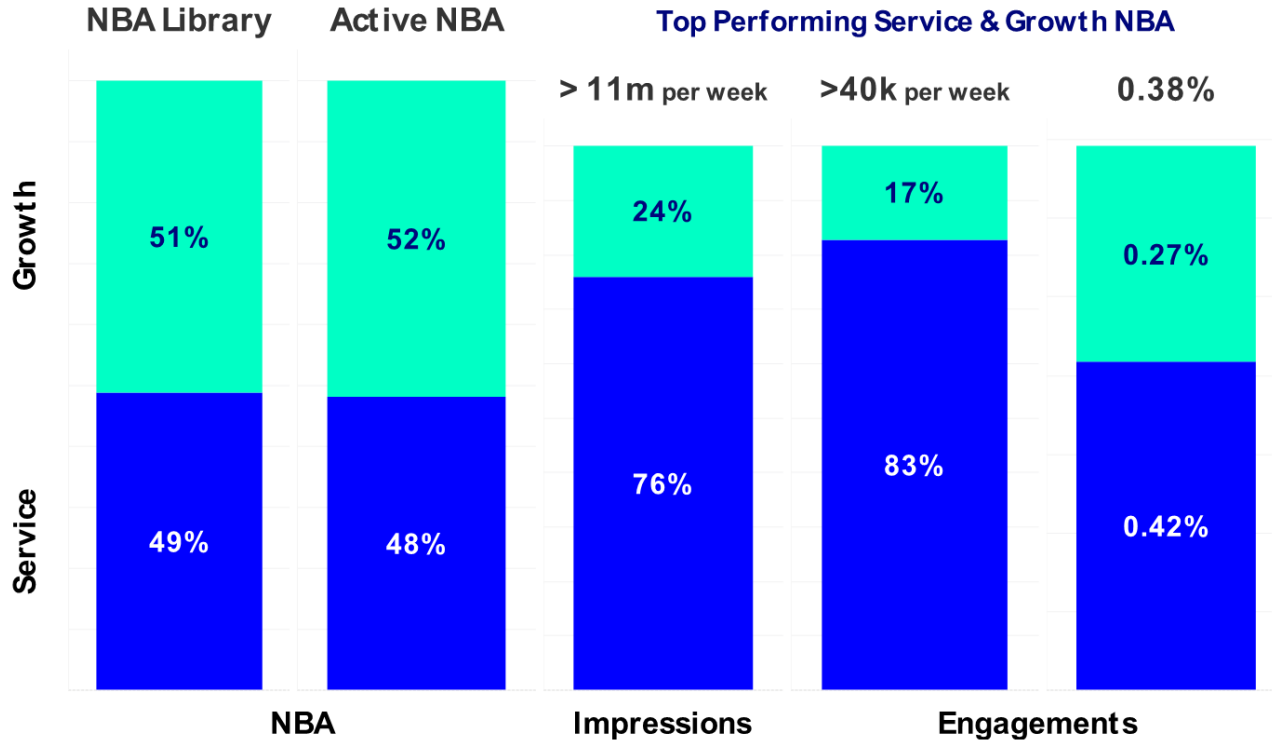
How Is My NBA Framework Performing?



How Are My NBAs & Channels Performing?

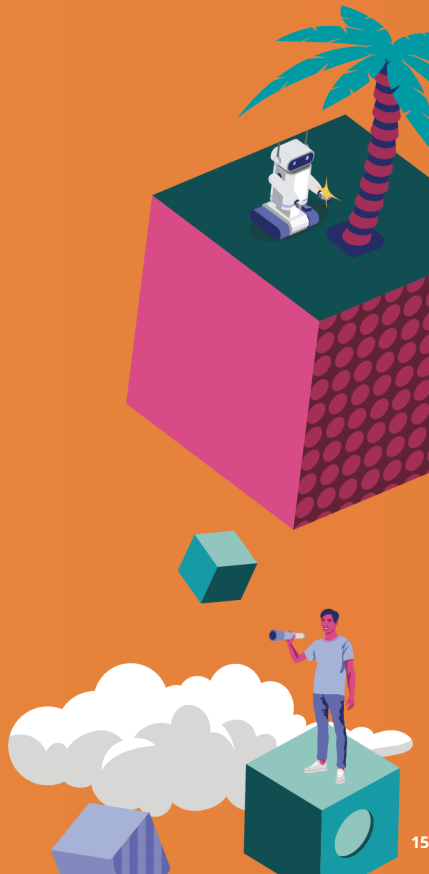


Bank Of Ireland KPI Dashboard

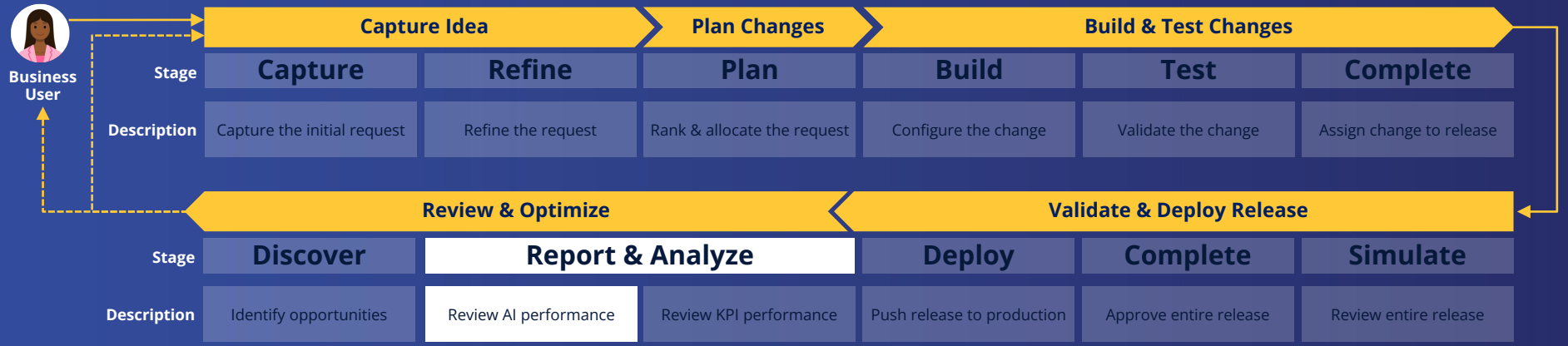


- Doubling of the Number of NBA in the CEE Library through 2023
- >1m engagement with Fraud NBA in 2023:
  - 15% Reduction in Calls querying Unrecognised Transactions with corresponding increase in self-serve option
- 21% Increase in Growth NBA Engagements in '23 vs '22
- Doubling of Call To Action driven Customer Fulfilment post first click when review period extended to within 30 days to within 120 days

Reviewing your AI performance

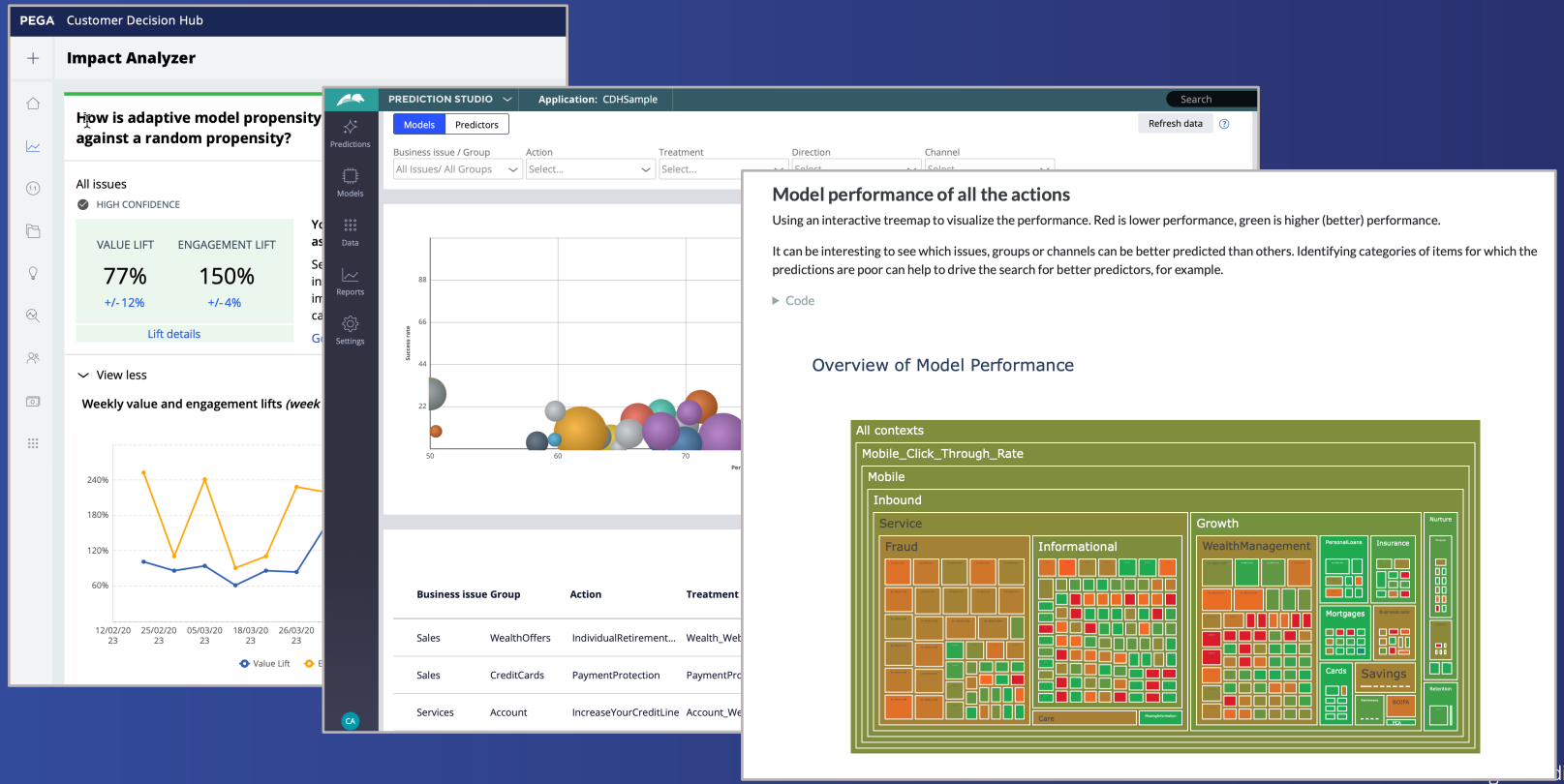


Exploring The Report & Analyze Stages

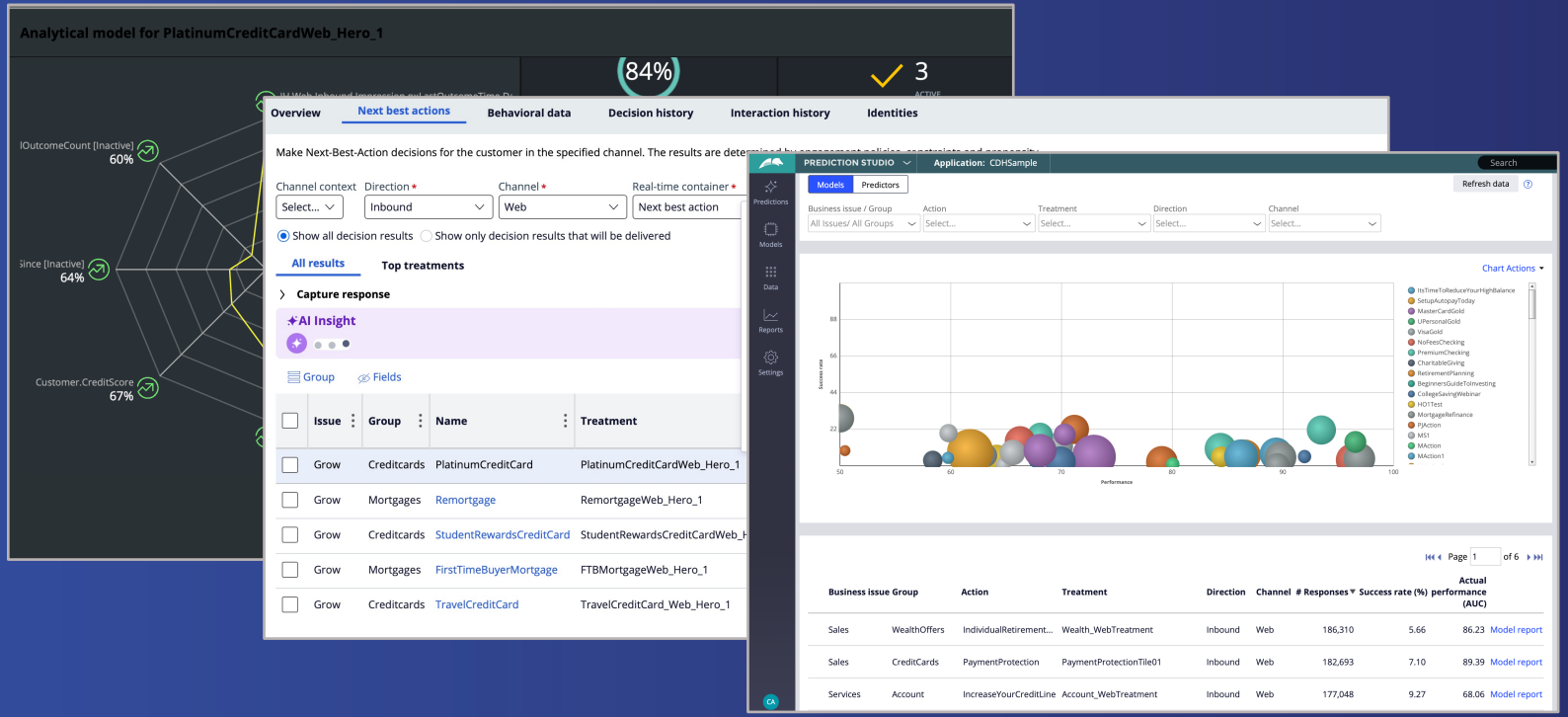


- How are my adaptive and predictive models performing overall?
- What do the adaptive models look like for specific actions and treatments?
- How can I understand what is driving my my adaptive model performance?

How Are My Adaptive Models Performing?

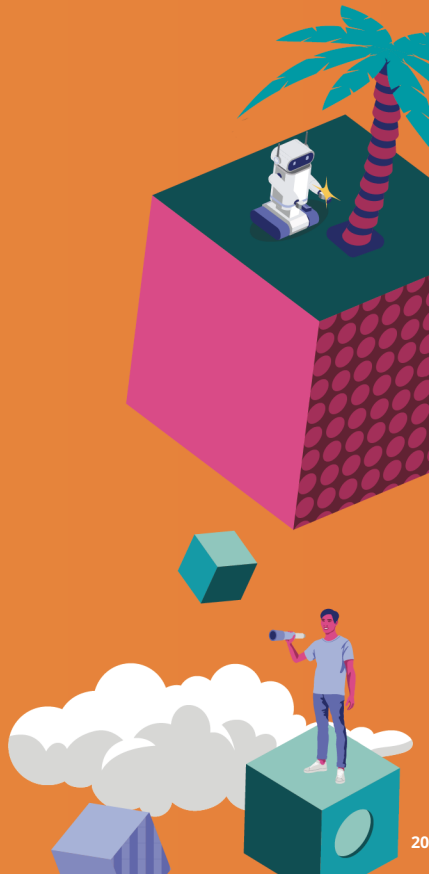


How About Specific Actions And Treatments?

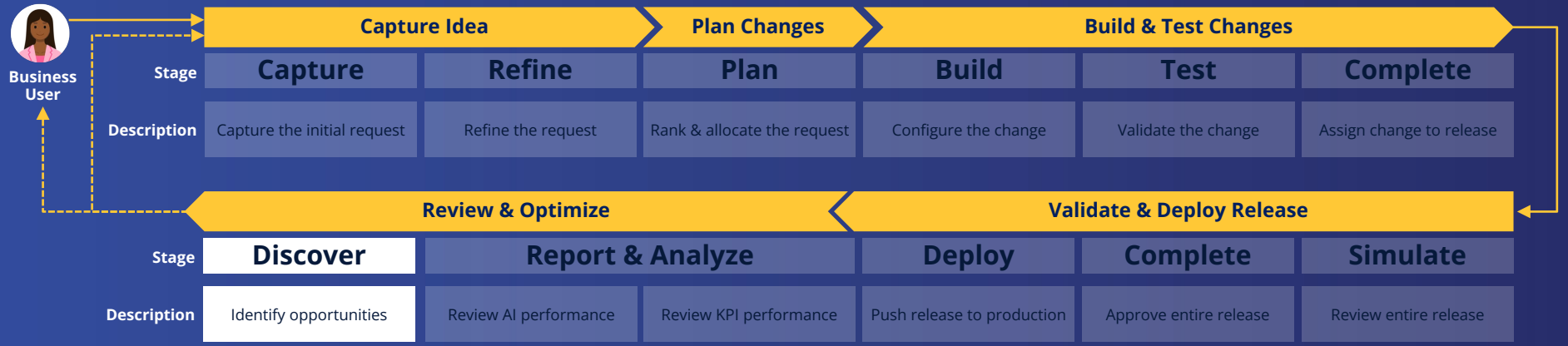


What Is Driving My Adaptive Model Performance?

Identifying opportunities

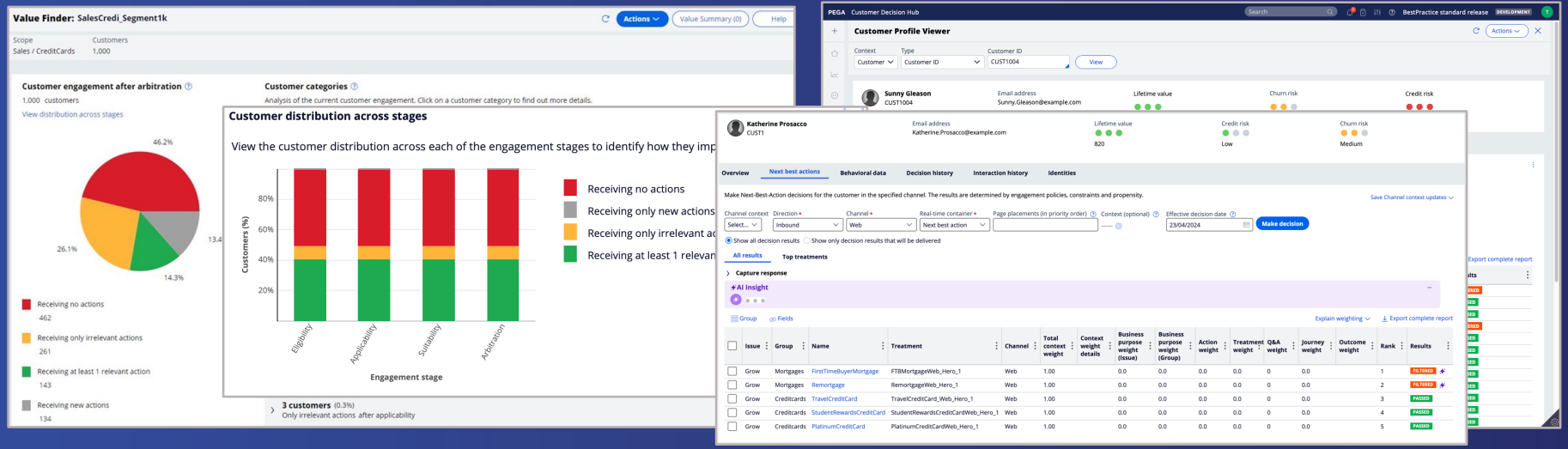


Exploring The Discover Stage

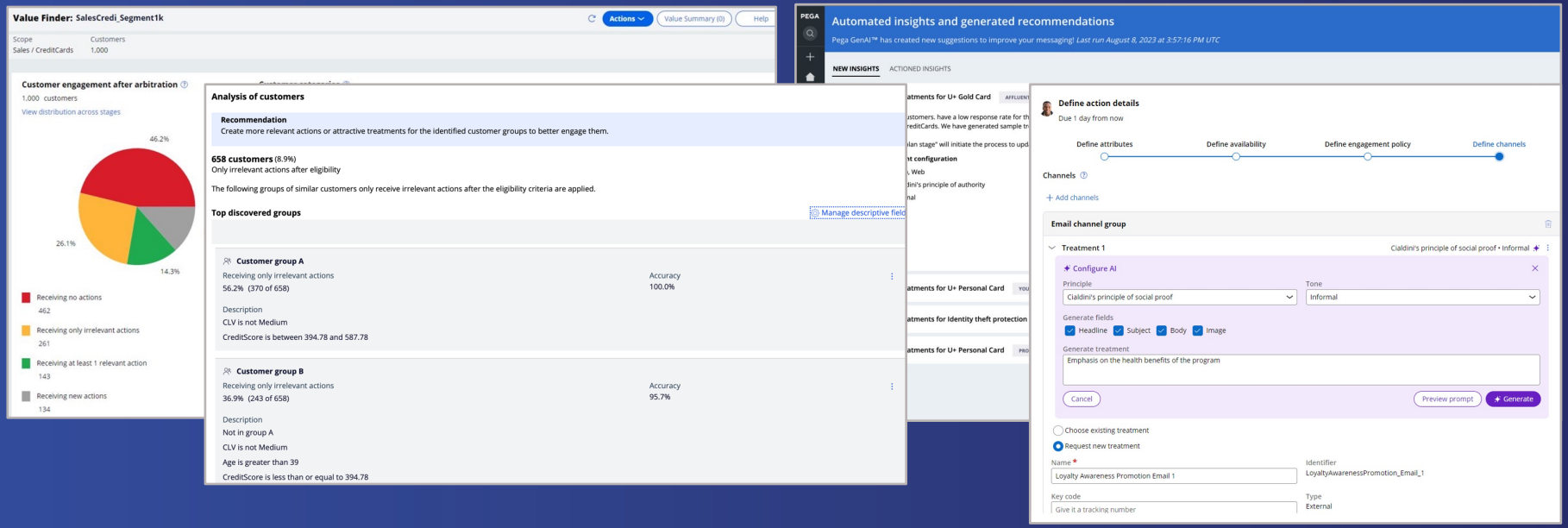


- How can I find opportunities to improve my framework configuration?
- How can I find opportunities to improve the quality and volume of my actions and treatments?
- How can I find opportunities to improve my adaptive models?

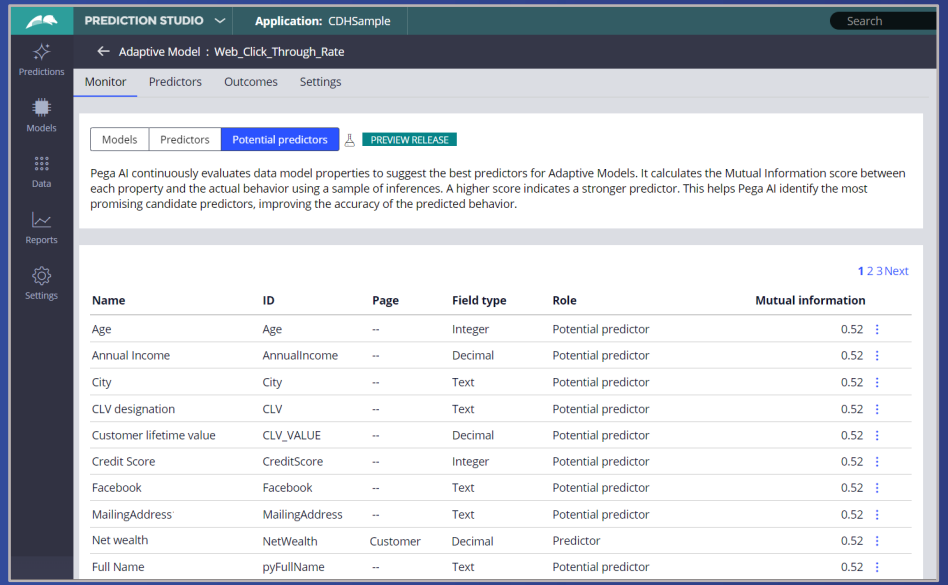
How Can I Find Opportunities To Improve My Framework Configuration?

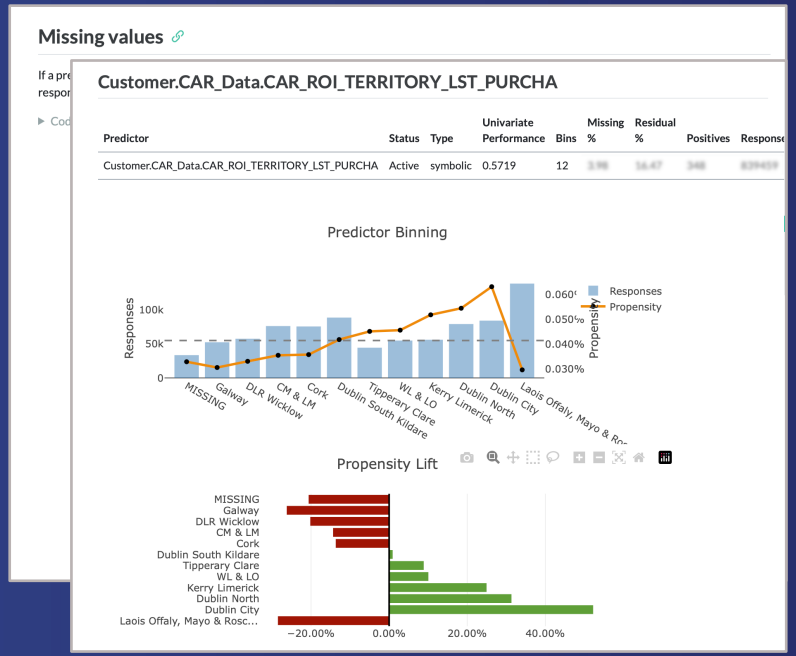


How Can I Find Opportunities To Improve The Quality & Volume Of My Actions And Treatments?

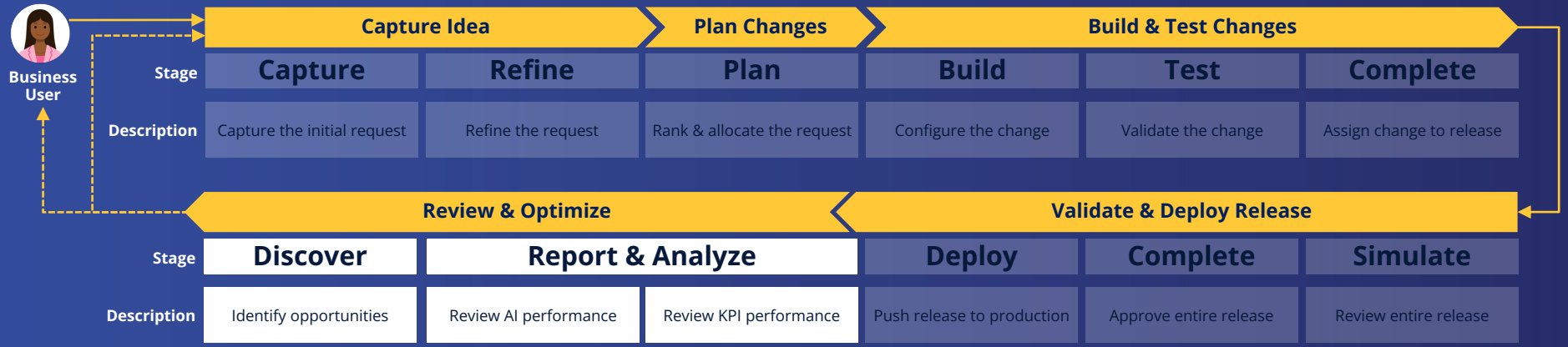


How Can I Find Areas To Improve My Adaptive Models?





Reviewing And Optimizing Your CDH Performance



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