

First Citizens Bank

First Citizens Bank helps personal, business, commercial and wealth clients build financial strength that lasts. Headquartered in Raleigh, N.C., and now celebrating the 125th anniversary of its founding, First Citizens Bank has built a unique legacy of strength, stability and long-term thinking that has spanned generations

First Citizens offers an array of general banking services including a network of more than 550 branches and offices in 23 states; commercial banking expertise delivering best-in-class lending, leasing and other financial services coast to coast; and a nationwide direct bank. First Citizens Bank, Member FDIC. Discover more at [firstcitizens.com](https://www.firstcitizens.com)



OUR VALUES

What's important to you is important to us, too

At First Citizens Bank, we've been helping people do more with their money since 1898. We've grown a lot in the years since but have never forgotten that financial decisions are life decisions. And that our work makes a difference for the people, businesses and communities we serve – and for the associates on our team. As we like to say, money isn't everything, but so much depends on what you do with your money

Our Purpose

Better banking. Better tomorrows.

The Way We Work

Long-Term Thinking: We build relationships that last with deeper learning and more effective ideas, solving problems and creating opportunities

Service Excellence: We're dedicated to helping the people, companies and institutions that rely on us, acting always with integrity, transparency and respect.

Powerful Results: From our customers to our associates to our communities, we strive to create better outcomes and a better world



Why we choose Pega for digital automation?

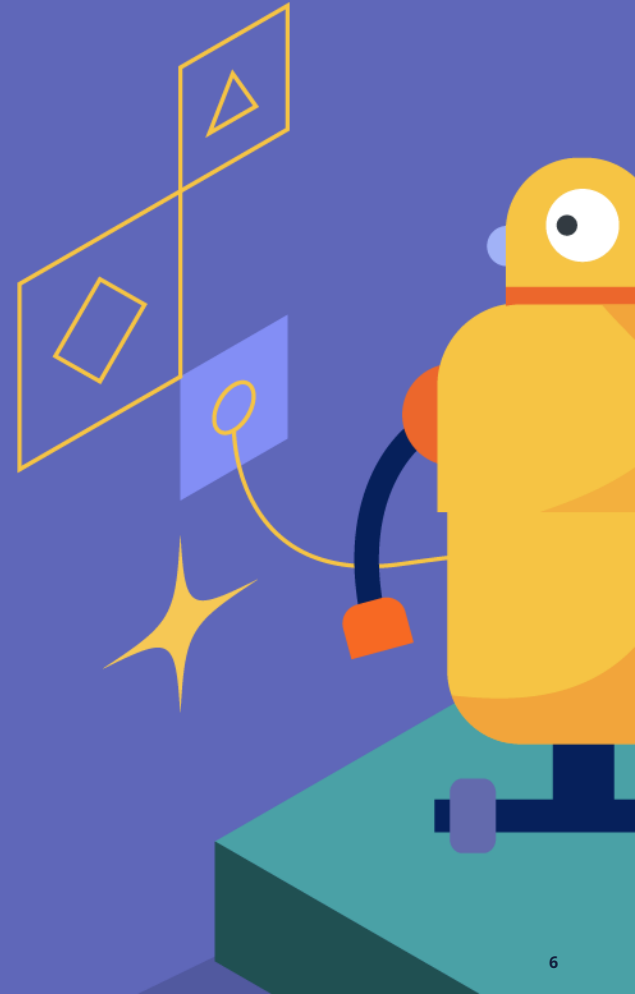


Why We Choose Pega for Digital Automation?

- Single platform for all servicing needs. End-to-End customer service
- AI that solves problems for customers and guides CSRs.
- Learn and adapt to new data in seconds for better decision-making. Automate email triage
- Manage variations and adapt instantly for continuous innovation
- Attended and unattended RPA to improve speed and precision
- Real AI, OCR & ML
- Bridge gaps between systems
- Utilizing built-in frameworks like Collections, SFA, and CLM - expansion is quick and simple



First Citizens & Robolution!



First Citizens & Robolution!

- Using OCR, AI, Machine Learning and Predictive Analysis FCB is accelerating business outcomes and autopiloting business process
- In late 2020, robots were introduced. With a small team, we finished the automation of 23+ complicated processes in just 2.5 years. As news spread, more projects accumulated in the backlog
- **100% accuracy & ZERO issues (Yes!)**
- We have promoted partner and business confidence. Partners claim that the majority of other players are unable to do what we have
- All of the technologies, including older systems, interact with our automations. We have looked at every option and taste
 - BOTs are automatically controlled and restart themselves in the event of a failure. In case of any infrastructure problems, automatically halt/restart



First Citizens & Robolution!



Project 1: Asset Splits

- Finding, analyzing, capturing and messaging unstructured data with end-to-end automation while updating databases with structured data
- Data is extracted from shared files, unstructured PDFs, scanned images, various Microsoft documents and scanned documents
- The complexity rises exponentially as the amount and kind of objects both grow
- OCR, Predictive Analysis, AI and ML is used
- This is a huge gain for the business because it has never before been achievable. Technology from our BOT and related systems made it feasible. We handle both recent and historical data

Project 2: Financial Reconciliation

- This automation was done to speed up a number of manual tasks that the recon team had to perform
- Alterations and uploads across more than 8+ platforms. (Systems used a variety of technologies, including old software)
- The size of the final data extracts (produced after extraction, consolidation, and processing) ranges from around 10 MB to 60 MB
- Most of the robotics connections were utilize OCR also had a major impact
- Huge gain for the company because it was possible to avoid integrating more than eight old systems. Accuracy reached 100%, which resulted in significant time savings

Proactive customer service using AI-powered workflows



Proactive Customer Service Using AI-powered Workflows

- The implementation of our customer service program includes several BUs. One-stop shop for client interaction throughout the bank
- To identify, route, and faceplate client requirements, we employ natural language processing (NLP), AI-powered decisioning and continuous machine learning. In order to increase accuracy and keep up with your business's swift changes, every email is collected and fed back into Pega's machine learning algorithms
- Sentiment analysis teaches CSRs how to reply promptly
- The managers can keep track of customer integrations thanks to system monitoring and configurable dashboards & reports
- For quicker answers, knowledge management for customers and CSRs



Proactive Customer Service Using AI-powered Workflows

- Platform for unified, cross-channel communications for agents
- Each user has access to real-time pop-up alerts. The alerts may be a client's reaction or a statement from the business. It is supplied instantly
- The turnaround time for any inquiry has decreased due to automated cases and self-service capabilities
 - Silos have been eliminated by the ease of interfacing with other apps
 - On the next roadmap is next best action / CDH and Integration with RDA





Into the Future

- **Collections for Financial Services:**

The challenge for collections departments is to reduce losses, manage expenses, and provide attentive customer service while retaining key clients. The intelligence and agility required to instantly offer customer-centric experiences, improve collection success, and cut costs are lacking in manual activities and fragmented collections systems

- **Expansion in RPA & Customer Service RDA.**

- **Customer Decision Hub:**

The key to making the greatest offer is to read signals. Employing artificial intelligence to track each customer's context in real time and identify when they are ready

- **Pega Sales Automation:**

Keep track of projection adjustments, account engagement levels, and business health in general. Enable mailers and cadence



Summary / Learnings

- Put your faith in robots and let them reach their greatest potential
- Before using any framework, conduct analysis. The secret is expertise
- Before & after each release, be aware of your users demands & get their feedback
- Use the MVP method and be agile
- Choose good resources & implementation partners
- Make sure to have experts on staff to guarantee there is no dependency
- Select the appropriate team size. Smaller teams rather than a single huge team





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