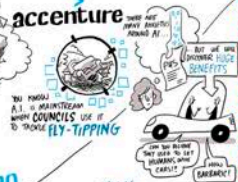


BARCLAYS
A.I. SEMINAR

accenture



WE AIM TO BE THE MOST TECH-SAVVY BANK IN THE WORLD

AUGMENT THE CUSTOMER

WRITING ETHICS TO A.I.

CENTRE OF AI INTELLIGENCE

AI CAUTION POINTS

MONTHLY NEWSLETTER

A BUSY PIPELINE OF PARTS

ripjar

WE HELP BUSINESS MONITOR RISK

A HUGE AMOUNT OF CONTENT TO SEARCH THROUGH EVERY DAY

I DON'T WANT TO DO IT WITHOUT A.I.

MAKING ENTITIES TO ENTITIES

PROVIDING COMPLETE PARTNERSHIP OF PEOPLE + TECHNOLOGY

IDENTIFYING CHANGES IN CULTURE CIRCUMSTANCES

RESEARCHING HOW ACCOUNTS IN-BRAND

RESEARCHING HOW SUSPICIOUS BEHAVIOUR LOOKS LIKE

NOVEMBER 2017
at London
SIRI

VOICE > 50% OF ALL SEARCH TRAFFIC

WE WANT CUSTOMERS TO PAY WITH VOICE

IT LEARNS FROM THE USER

UNLOCK THE POTENTIAL OF VOICING WITH OTHER COMPANIES A.I.

BEFORE IT'S TOO LATE TO GET ON THE MARKET

IMPROVE EXISTING CUSTOMER SERVICE CHANNELS

IMPROVE EXISTING CUSTOMER SERVICE CHANNELS

APPLICATING LOCAL KNOWLEDGE ABOUT CUSTOMERS & CULTURES

Q&A

WHEN IT COMES TO AUTOMATING PROCESSES SHOULD WE DO IT, NOT PEOPLE

AI IS DEFINED BY ITS ABILITY TO ADAPT

THE BEST APPLICATIONS OF A.I. WON'T BE VERY VISIBLE

A DEFENDING AGAINST THREATS