

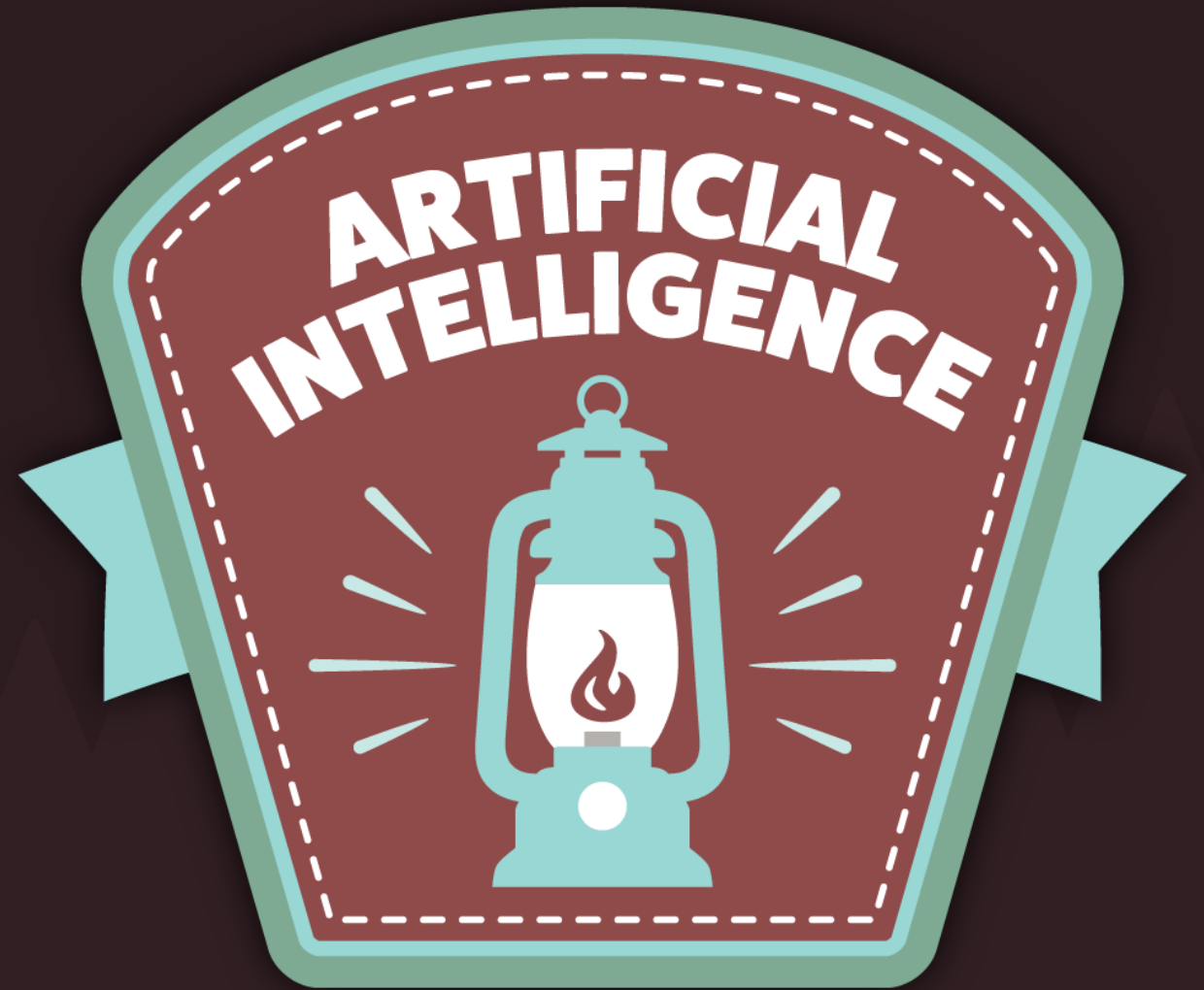
Investigating Artificial Intelligence

BRIAN MAURER

EVP SOFTWARE DEVELOPMENT

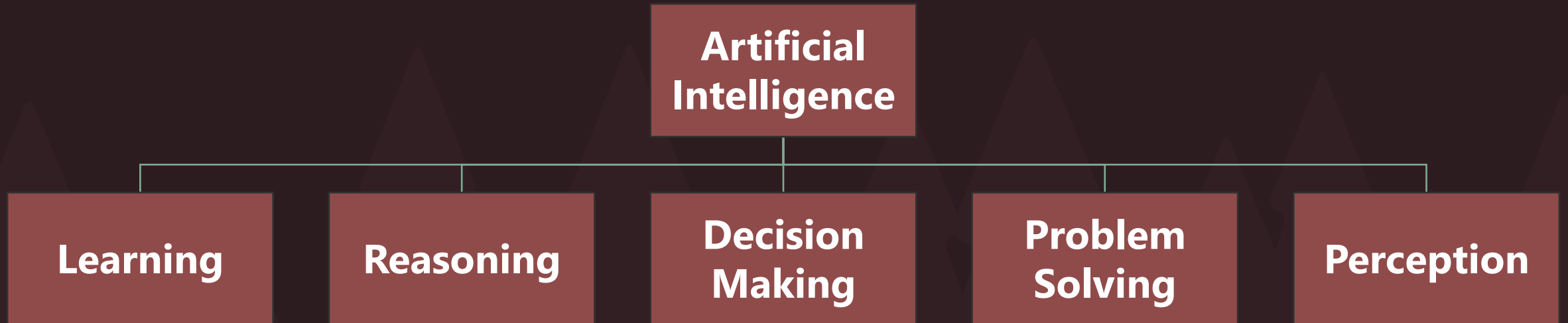
MATT COLLINS

BUSINESS INTELLIGENCE ANALYST



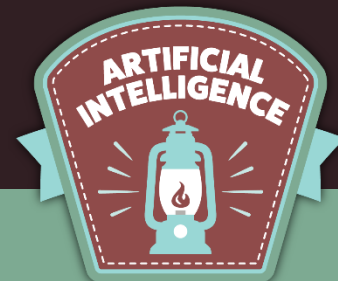
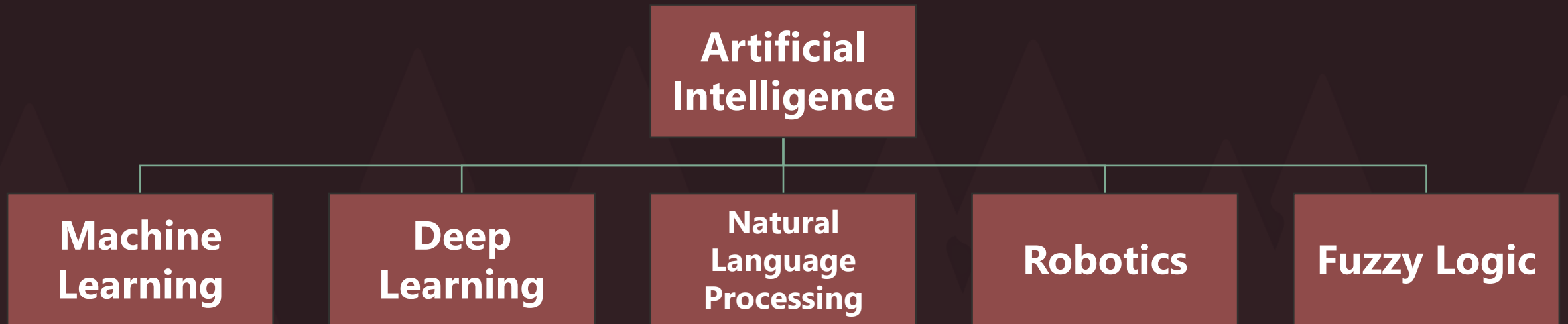
What Have We Learned About A.I.?

THE BASIC COMPONENTS OF ARTIFICIAL INTELLIGENCE



What Have We Learned About A.I.?

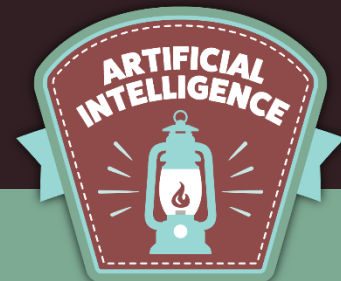
THE DIFFERENT FLAVORS OF ARTIFICIAL INTELLIGENCE



A.I. Comes with a Caveat

BALANCING GROWTH AND SECURITY

- Vendors come and go quickly
- Beware of turning it loose; what will it do with your data?
- Artificial Intelligence can be tricked by the savvy
- Artificial Intelligence is *not* a series of IF/THEN statements



What We're Working On

THROUGH THE GRAPEVINE AT CU*ANSWERS

1. Coding and QC
2. Member-facing applications
3. Client-facing applications
4. Predictive analytics

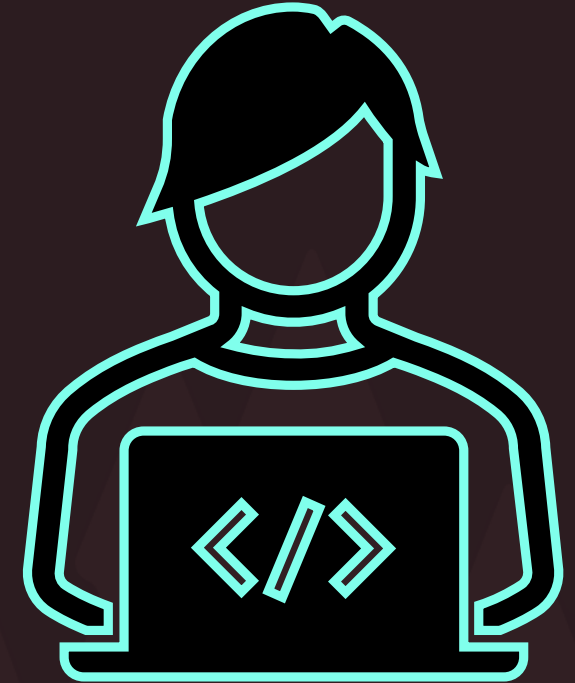


Learn more: [LC24.info/ai](https://lc24.info/ai)

Coding with A.I.

SHORTEN THE TIME FROM DEVELOPMENT TO DEPLOYMENT

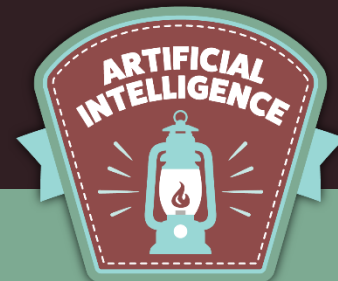
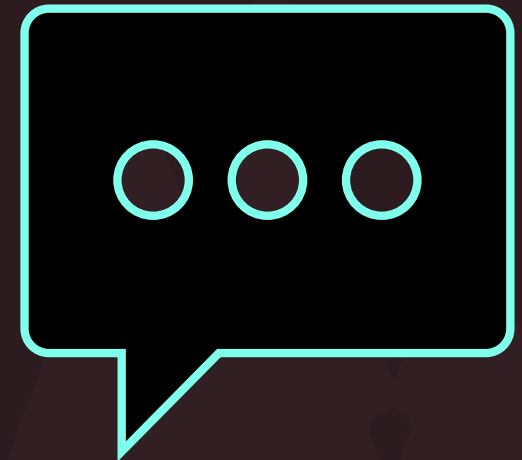
- Write original programs
- Translate code from language to language
- Improve QA/QC process
- We're investigating Codex (from OpenAI)
- Building a use case



Member-facing Applications

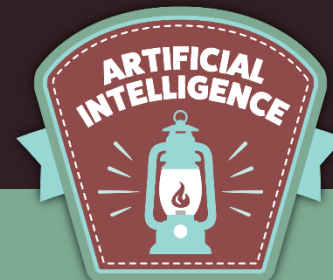
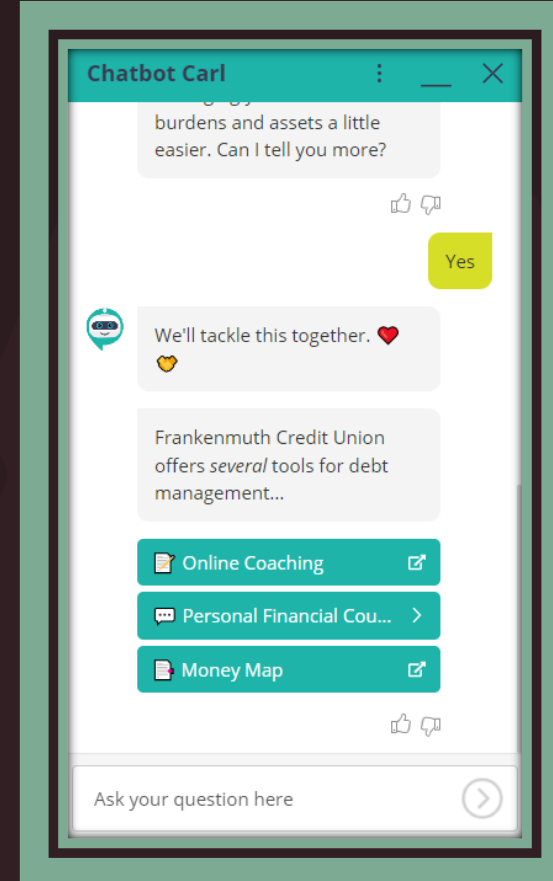
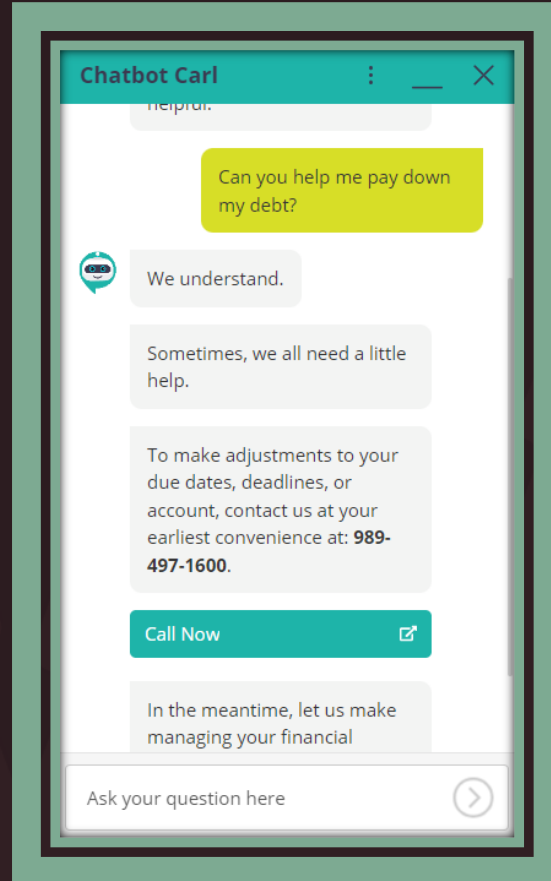
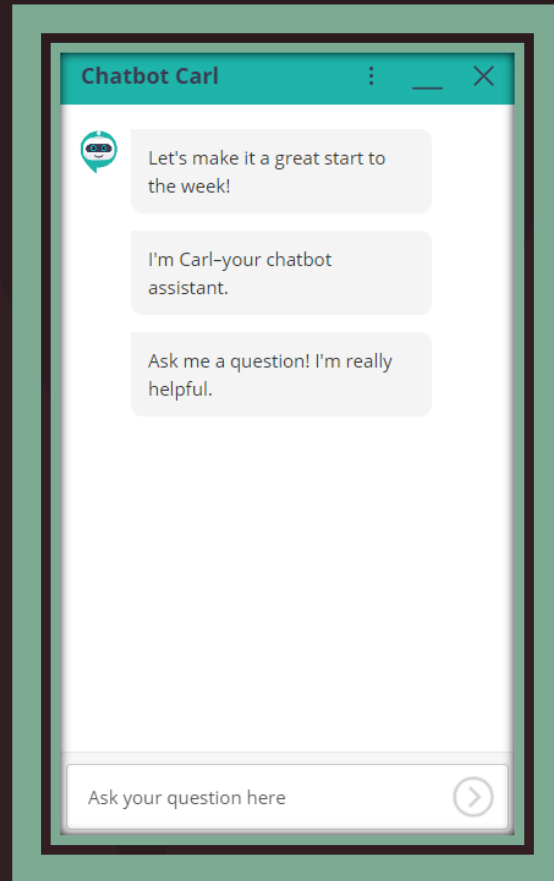
ENHANCE YOUR MEMBER EXPERIENCE AND REDUCE OVERHEAD

- Leverage your knowledge base to help answer member questions
- Improved and streamlined member experience
- Real-time chat applications
- We are tackling this area on two fronts:
 - Non-authenticated
 - Authenticated



Member-facing Applications

ENHANCE YOUR MEMBER EXPERIENCE AND REDUCE OVERHEAD



Client-facing Applications

IMPROVE YOUR STAFF'S ACCESS TO INFORMATION ON-THE-FLY

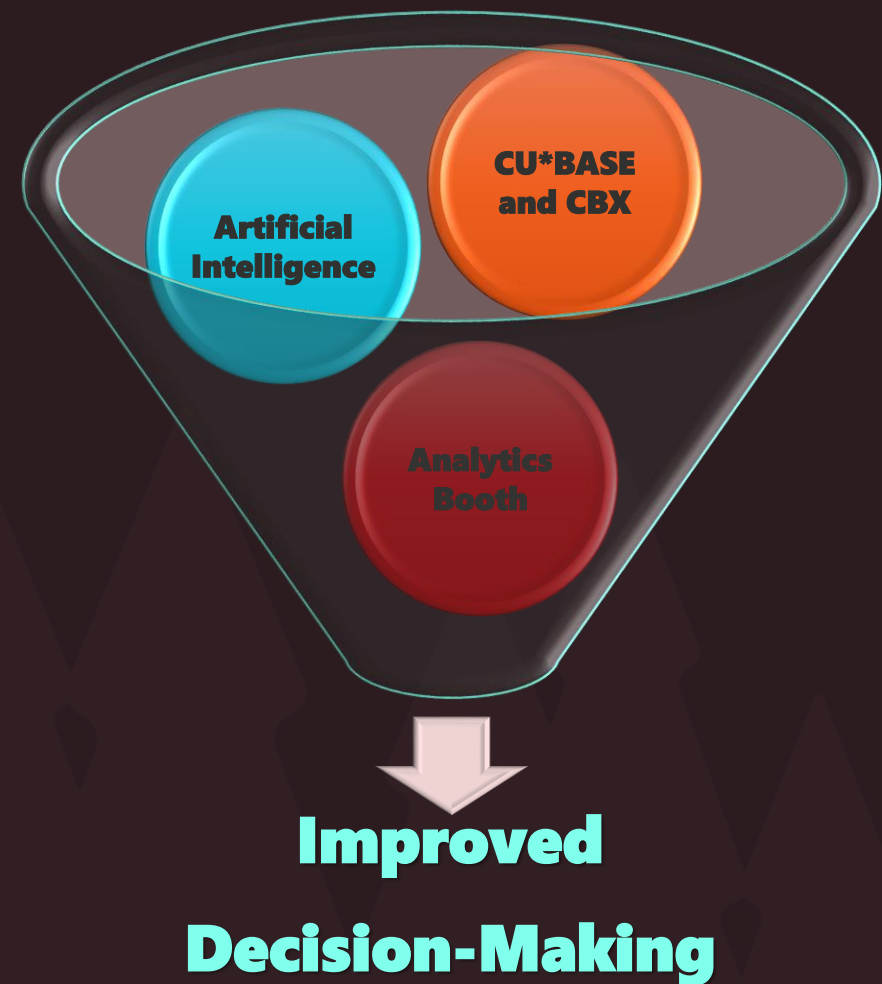
- Similar to member-facing applications
- Streamlined Client Services experience
- Escalation to subject-matter experts
- Leveraging our existing wealth of data



Data-driven Applications

UNIFY YOUR DATA AND AID IN DECISION MAKING

- Leverage your credit union data and inform your decisions
- Pair that with known behavioral and financial models
- Predict future member needs and enhanced cross-selling
- Inform your financial decisions and proactively adapt to market trends



Join the Conversation

COMING SOON!

Conversations on 

Artificial Intelligence

A CU*Answers Collaboration Group

Join the email group: LC24.info/co-ai

