



Customer Engagement Summit

Rich Davies

Head of Colleague Wellbeing &
Citizenship

Barclays 360 Virtual Channels

Barclays Plc

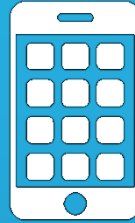
Humans are still at the heart of banking in the digital age



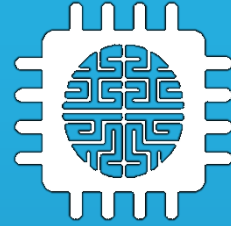
Lets test your knowledge first...



1980 – Online Chat



2008 - Apps



Intelligent Assistant



Restricted - External



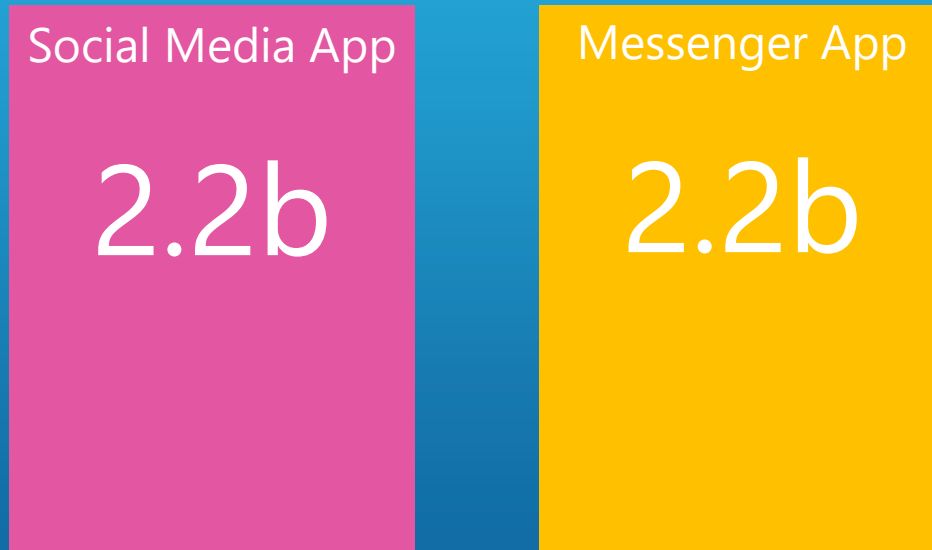
Identifying where to start...



The growth of messenger apps

2015

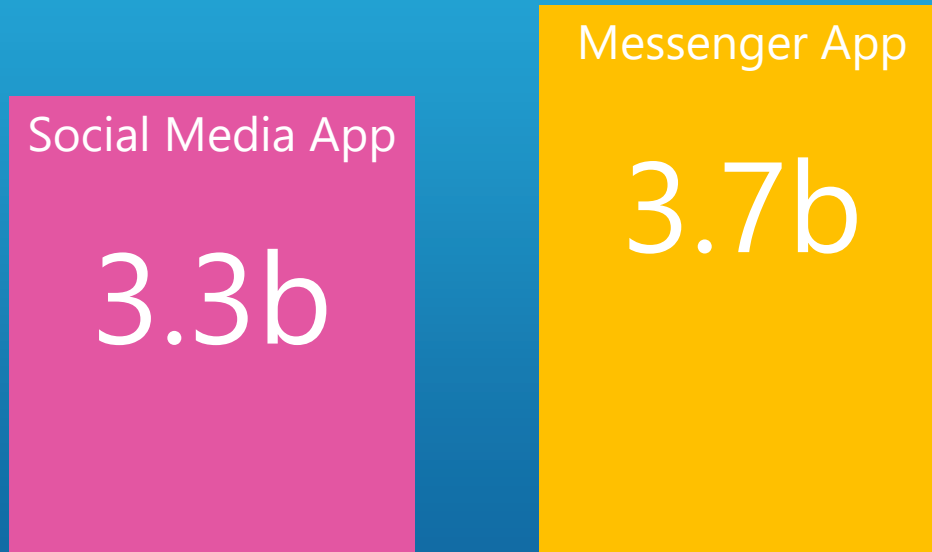
Global active monthly users – top 4 apps



The growth of messenger apps

Start 2018

Global active monthly users – top 4 apps





1.3b active monthly users

33m UK Facebook users

Over 65m business profiles on Facebook

API Accessibility

Consumers choosing Facebook Messenger to have private, instant conversations with service providers

Introducing our new Intelligent Assistant...

The Development Team





Highly engaged colleagues provide our Intelligent Assistant with an identity and personality

Incubator approach starting with:

Change personal details

Fraud

Troubleshoot card

New card

Online banking

Payments

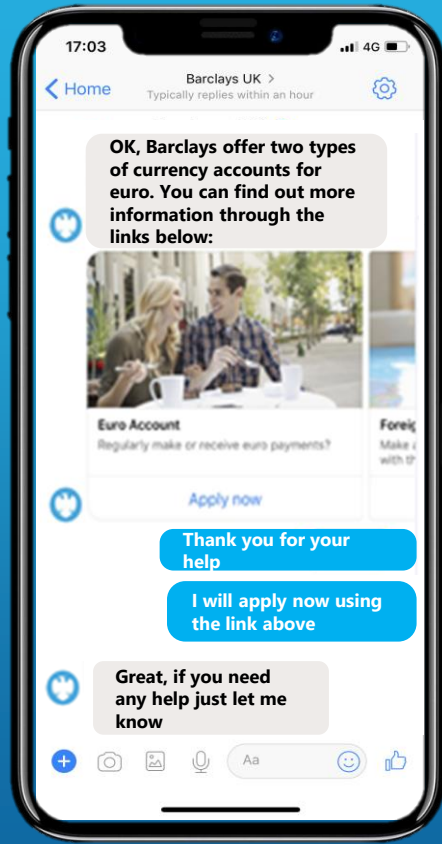
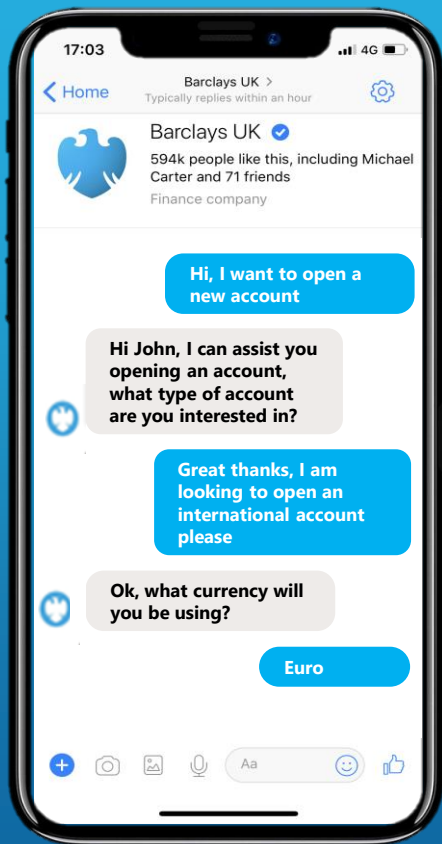
Restricted - External

Approach, results, learns

- Highly engaged colleagues educating Intelligent Assistant
- Crowd sourced customer intents
- Thousands of chat transcripts fed in
- Colleagues lead testing
- Over 10k interactions during incubator period
- Over half of all interactions contained

What we learnt

- Have an immediate agent handover for 'sensitive intents'- complaints, bereavement, vulnerable customers.
- Allow time for testing – each time you teach it something new you must test that it continues to respond to existing topics
- Colleagues thank customers for chatting with the assistant and seek feedback



...and what's next...

Action based intents

'I have made the payment for
you'



How can I help you...?



Humans are at the heart of providing
amazing customer experiences



Placeholder for video