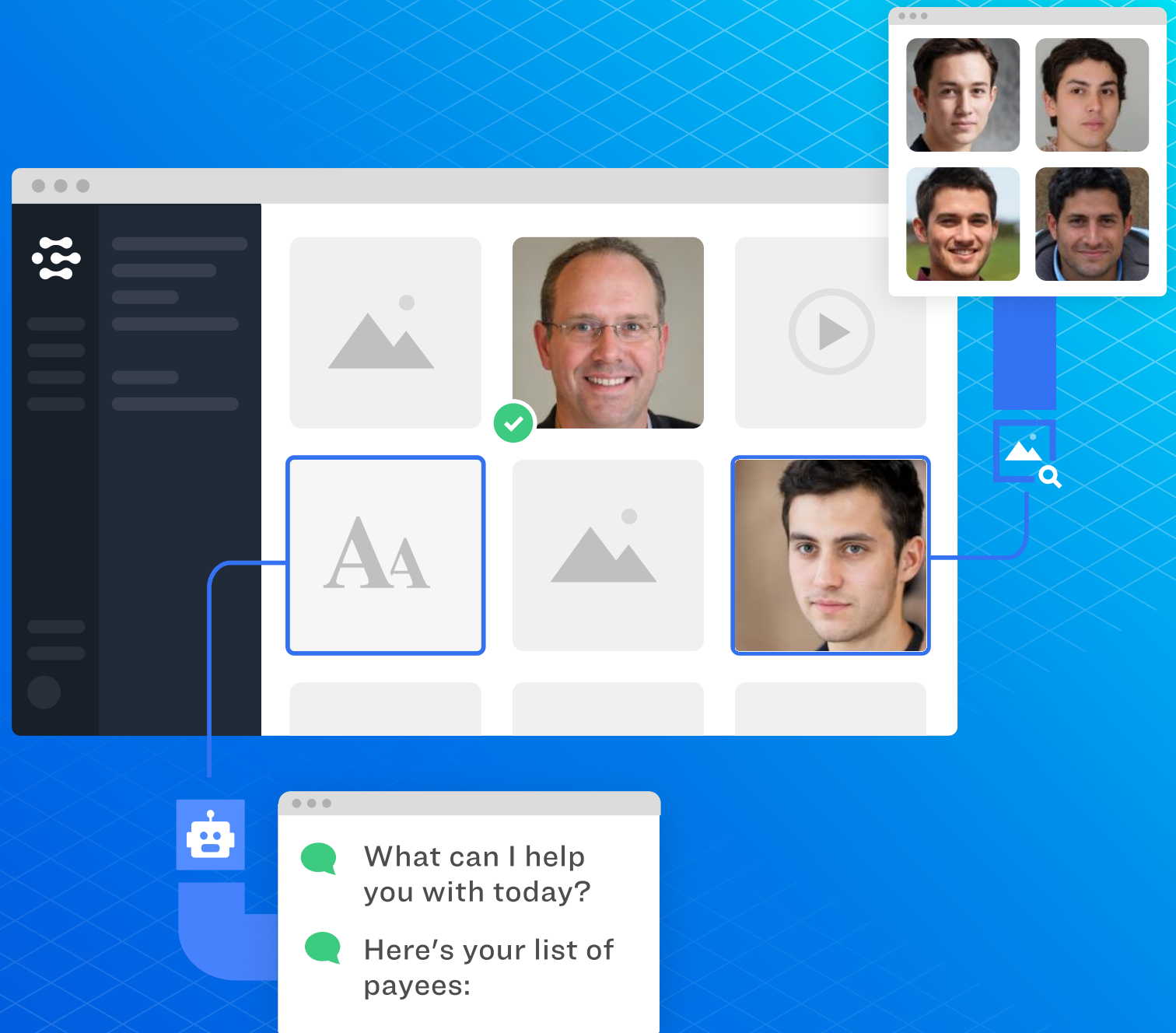




## RETAIL BANKING

# Know Your Retail and Business Customers better with Deep Learning

- ✓ Reduce fraud costs by authenticating clients with facial data
- ✓ Onboard retail and business customers quickly by validating government and legal documents with NLP
- ✓ Gain insights to better manage peak times and VIP clients by location



## Drive efficiencies across the customer validation and onboarding process using computer vision

### Reduce in-branch and ATM fraud

Use custom facial recognition to authenticate identities of account owners and new customers. Receive real-time alerts when people of interest conduct fraudulent transactions.

### Know your retail customer

Validate identity through government documents like passports, driver's licenses, and proof of address to mitigate fraudulent account creation.

### Leverage retail banking analytics

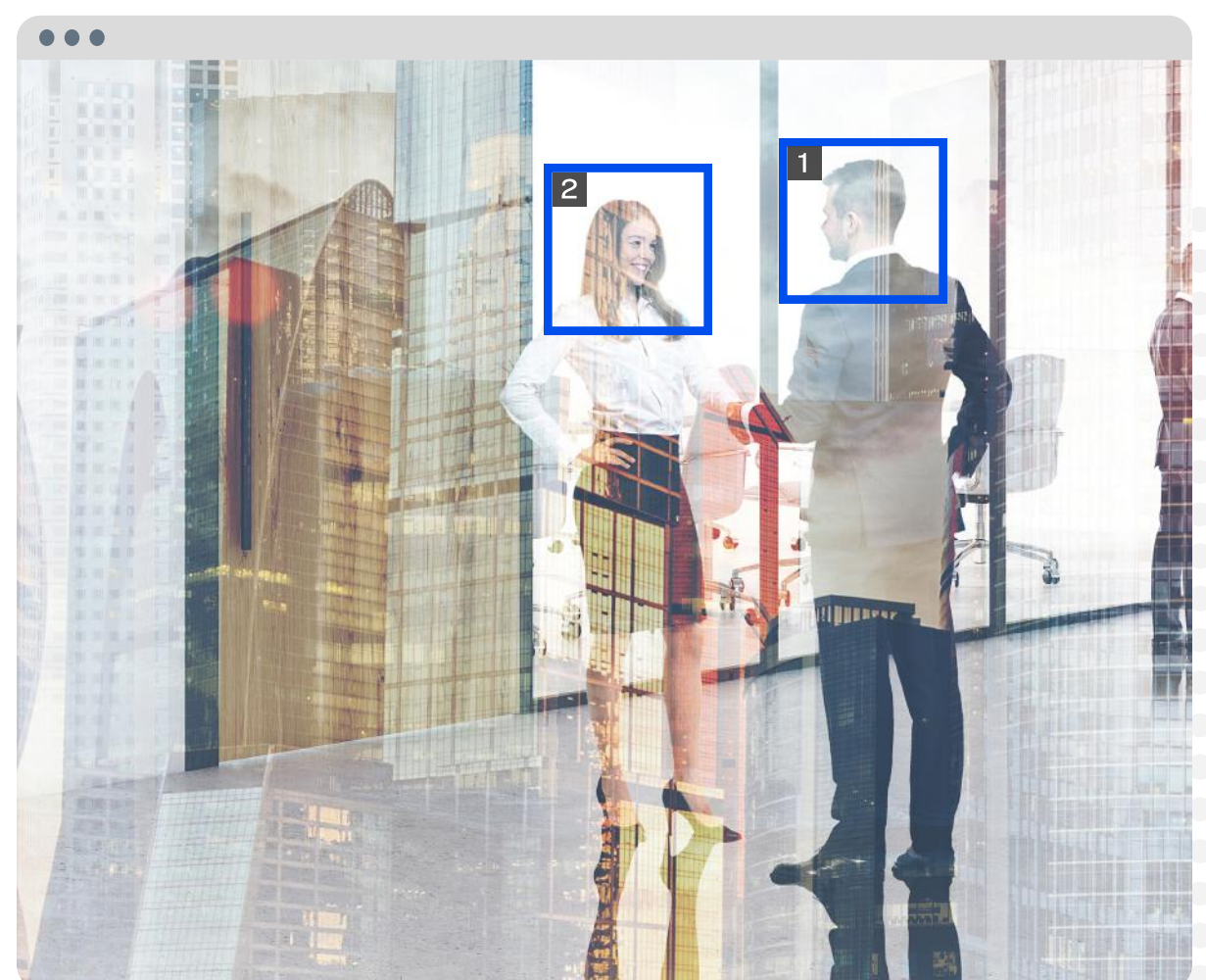
Understand customer demographics to roll out targeted individualized offerings and drive member engagement programs. Understand peak banking times to improve teller processes and service.

### Identify VIPs and high potential customers

Identify your most valued customers and provide personalized attention. Target customers as they enter the bank to enhance service and identify upselling and cross-selling opportunities.

## Know your customers better with Computer Vision and Deep Learning

Knowing your customer is critical to driving business account growth, identifying theft, and supporting compliance to banking regulations. Identify customers as they enter the bank and take a more proactive approach to preventing fraudulent activity. Computer vision also allows you to analyze customer behaviors and sentiment, and identify targeted service and selling opportunities.



## Support your compliance strategy using NLP and OCR

Leverage a collection of text documents faster to support your banking onboarding process and business transactions. Use real-time data to understand your bank demographics to support marketing, product mix, and elevate member engagement.

### Gain insights from your documentation and applications using Natural Language Processing



#### Know your business customers

Onboard business customers quickly by validating public and legal documents faster and cost effectively. Search for information within contracts and incorporation documents to find similarities, correlations, or patterns.

#### Detect anomalies in transactions

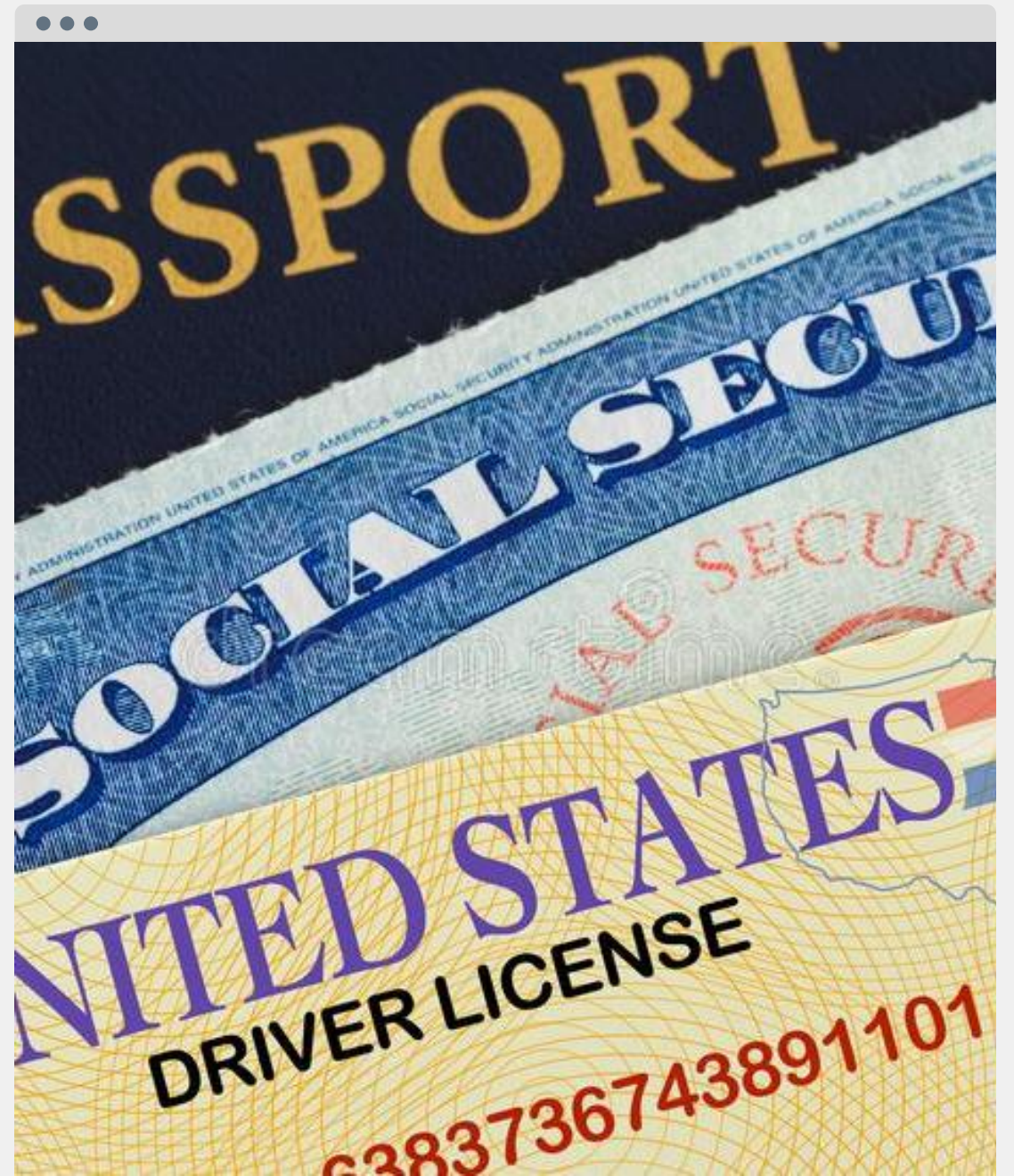
Use labeled data from transactions or loan applications to set a baseline of data points. Detect deviations in credit, withdrawal, or charge patterns in real time and notify employees to determine fraudulent behavior.

#### Onboard retail customers with confidence

Search and match customer accounts against regulatory watch lists, sanctions lists and adverse media reporting on the web to mitigate risk and fraud for both PEPs and REPs.

#### Deploy chatbots for customer service

Determine the intent behind a customer's question in real time to improve service and respond with product recommendations and financial guidance in multiple languages based on bank location.



## Why Clarifai

Clarifai offers an end-to-end AI Lifecycle platform for deep learning and unstructured data that transforms unstructured images video and text into structured data, significantly faster and more accurately than humans would be able to do on their own.

Clarifai has WON numerous awards and is recognized by Forrester as a leader in computer vision platforms in line with companies such as Google and Microsoft. The company was founded in 2013 by CEO Matt Zeiler, Ph.D., after winning the top 5 places at ImageNet.

Clarifai continues to grow with 80+ employees at our headquarters in NYC, and our offices in SF, DC and Tallinn, Estonia.

Whether you are a start-up or a Fortune 500, we can help you advance your AI projects.

[Contact us](#) to learn about our platform.

