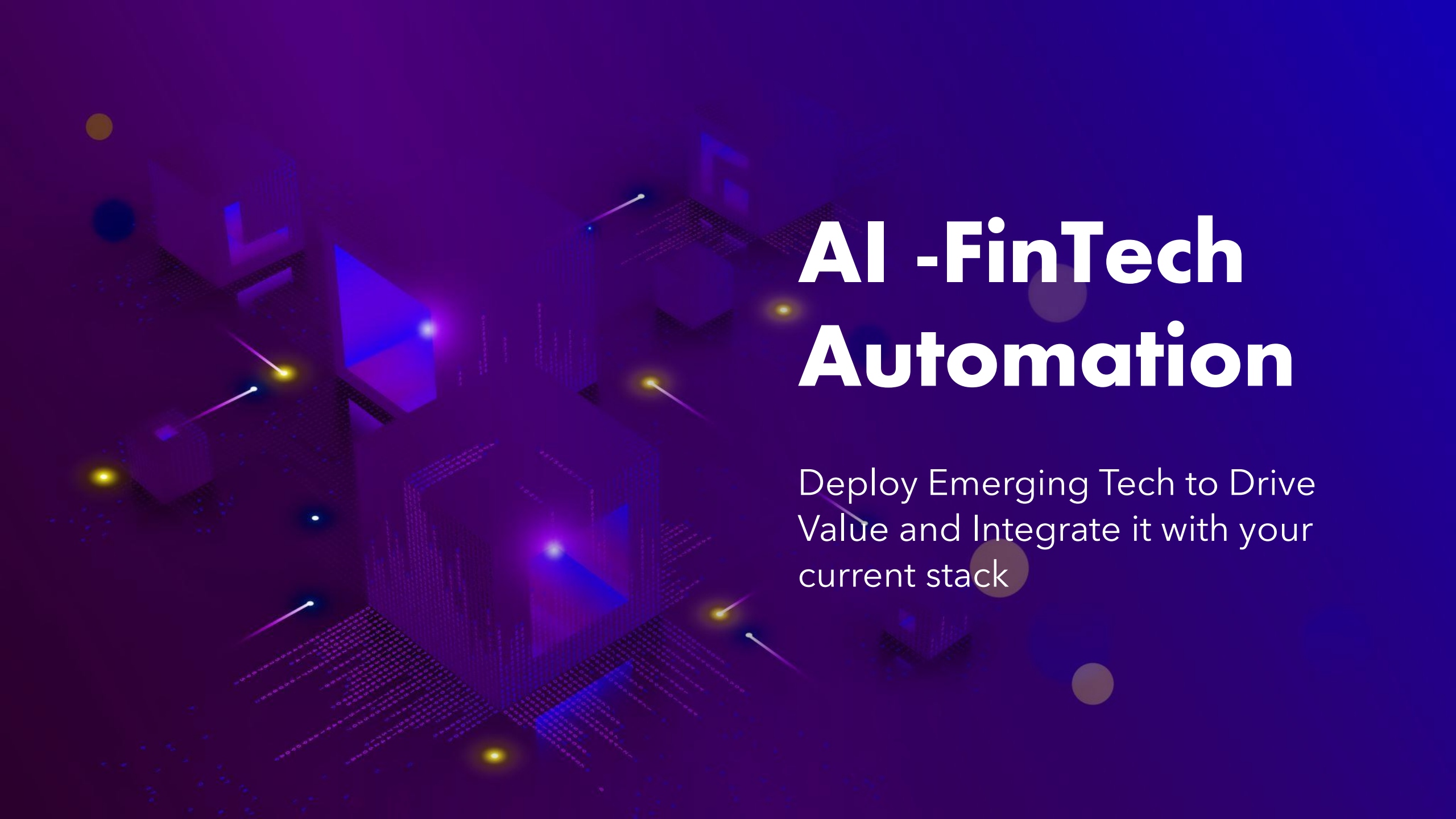
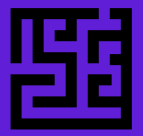

AI -FinTech
Automation
Deploy Emerging Tech to Drive
Value and Integrate it with your
current stack

Insights FinTech

Rapid Data Processing in FinTech:

The Push for Real-Time Data Use:



Challenges of Immediate Data Utilization: how immediate, unvetted data use has led to biased outcomes in the past.

Absence of Oversight

1

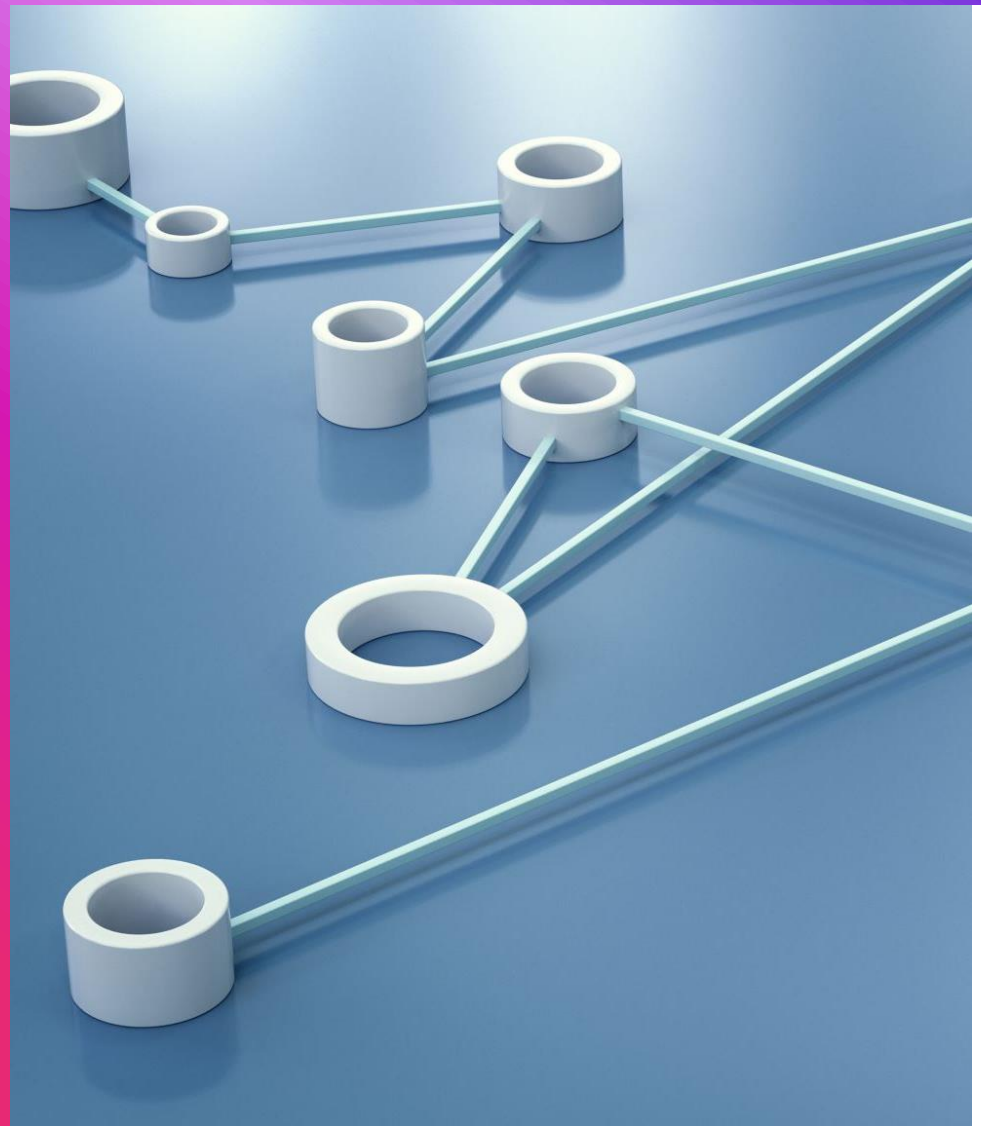
ALGORITHMIC BIASES: DISCUSS REAL CASES WHERE ALGORITHMIC BIASES LED TO UNFAIR PREMIUM RATES FOR CERTAIN DEMOGRAPHICS.

2

MISSING THE HUMAN CONTEXT: EXPLAIN HOW ALGORITHMS CAN MISS NUANCES SUCH AS ONE-TIME LIFE EVENTS CAUSING FINANCIAL CHANGES.

3

CONSEQUENCES FOR CUSTOMERS AND COMPANIES: SHARE THE NEGATIVE IMPACT ON CUSTOMERS AND THE POTENTIAL LEGAL AND REPUTATIONAL DAMAGE FOR COMPANIES.



Successfully navigating the rapidly evolving landscape of emerging technologies and determining which ones hold true value for your organization

- **Strategic Alignment**
- **Market and Competitive Analysis**
- **Feasibility and Cost-Benefit Analysis**
- **Proof of Concept**
- **Stakeholder Engagement**
- **Continuous Learning and Adaptation**
- **Risk Management**
- **Scalability and Integration**

Integrating emerging technologies into the current technology stack - Insights into use cases


Data Encryption, Access control, Audit Trails, Data Masking, Regular Security Assessment, Risk Isolation, Incremental Upgrades, Flexibility, Easier Maintenance and Troubleshooting, Scalability

Nike Fit: This technology, which uses a combination of computer vision, data science, machine learning, artificial intelligence, and recommendation algorithms, helps customers find the right fit for their footwear via their smartphone.

Precision Agriculture: John Deere's tractors and equipment are equipped with advanced sensors and GPS technology, allowing for precision agriculture. This technology enables farmers to monitor crop health, soil conditions, and weather in real-time, optimizing planting, fertilizing, and harvesting processes to increase efficiency and yields.

Innovate Within Your Niche: John Deere has shown how deeply understanding your core market and innovating within that niche with relevant technologies can drive business growth and customer satisfaction.

Leverage IoT for Operational Efficiency: The use of IoT technologies to monitor and control equipment remotely can greatly enhance operational efficiencies, not just in agriculture but in any industry involving physical assets.

Implementing a data governance policy that accounts for emerging technologies

Example – Data governance policy for fair lending

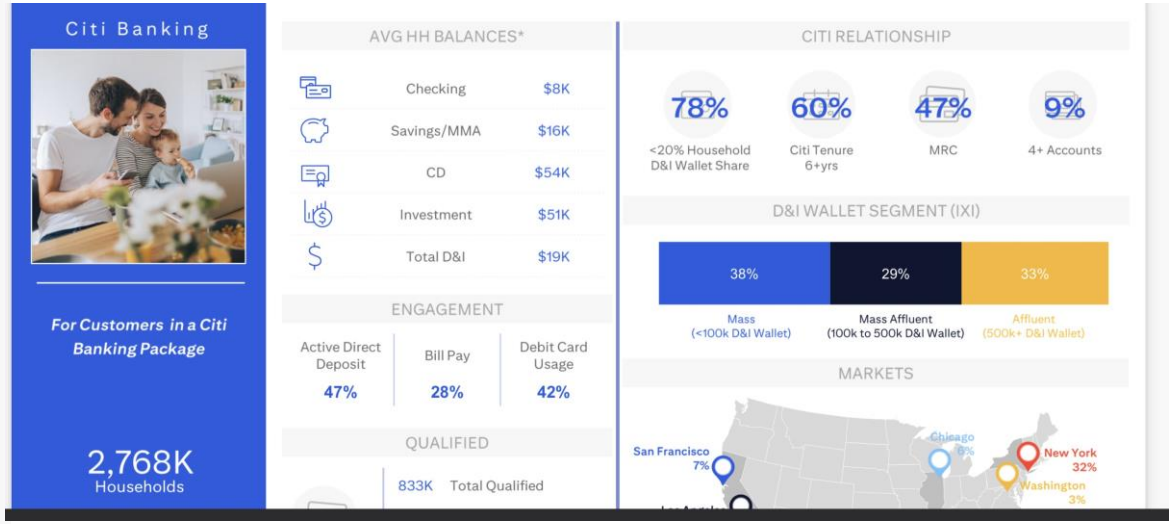
- Enhancing Credit Models with Multidimensional Data
  - **Inclusive Credit Scoring**: Incorporate non-traditional data such as rent and utility payment histories.
  - **Behavioral Indicators**: Use data analytics to identify and reward positive financial behaviors.
  - **Assessing Income Stability**: Evaluate income stability and career trajectory as indicators of creditworthiness.
  - **Adjustments for Cost of Living**: Apply geographical data to adjust credit offerings based on local economic conditions.
  - **Educational and Career Potential**: Factor in educational attainment and occupation for future financial prospects.
  - **Community Engagement**: Recognize the value of social support structures in financial risk assessment.

D&I WALLET SEGMENT (IXI)

Mass (<100k D&I Wallet) | Mass Affluent (100k to 500k D&I Wallet) | Affluent (500k+ D&I Wallet)

MARKETS

USCP Retail Success Metrics / Household Profile, As of Aug '23

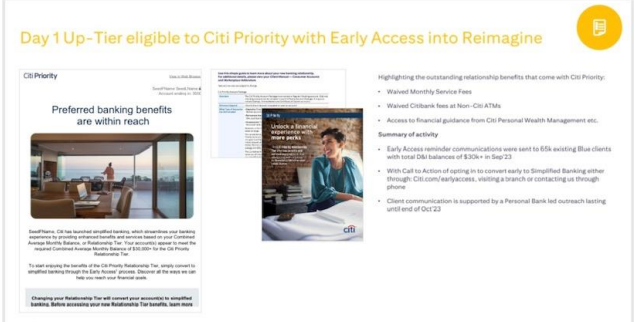



Citi Banking
For Customers in a Citi Banking Package
2,768K
Households
$57.3B
Total D&I Balances
AVG HH BALANCES*
Checking $8K
Savings/MMA $16K
CD $54K
Investment $51K
Total D&I $19K
ENGAGEMENT
Active Direct Deposit 47%
Bill Pay 28%
Debit Card Usage 42%
QUALIFIED
29% Qualified
833K Total Qualified
788K Retail Qualified
44K Wealth Qualified
CITI RELATIONSHIP
78% <20% Household D&I Wallet Share
60% Citi Tenure 6+yrs
47% MRC
9% 4+ Accounts
D&I WALLET SEGMENT (IXI)
38% 29% 33%
Mass (<100k D&I Wallet)
Mass Affluent (100k to 500k D&I Wallet)
Affluent (500k+ D&I Wallet)
MARKETS
San Francisco 7%
Chicago 8%
New York 32%
Washington 5%
Los Angeles 14%
Miami 4%
Citi Priority
For Customers in a Citi Priority Package/ Relationship Tier
425K
Households
$35.9B
Total D&I Balances
AVG HH BALANCES*
Checking $25K
Savings/MMA $45K
CD $86K
Investment $49K
Avg HH Total D&I $86K
ENGAGEMENT
Active Direct Deposit 63%
Bill Pay 32%
Debit Card Usage 41%
QUALIFIED
57% Qualified
245K Total Qualified
210K Retail Qualified
36K Wealth Qualified
CITI RELATIONSHIP
61% <20% Household D&I Wallet Share
71% Citi Tenure 6+yrs
60% MRC
36% 4+ Accounts
D&I WALLET SEGMENT (IXI)
17% 32% 51%
Mass (<100k D&I Wallet)
Mass Affluent (100k to 500k D&I Wallet)
Affluent (500k+ D&I Wallet)
MARKETS
San Francisco 10%
Chicago 8%
New York 36%
Washington 3%
Los Angeles 15%
Miami 5%

Priority HH Segment Walk
August-2023
YTD
Citi Priority
Key Success Metrics
Unit
Actuals
Target
Prior Year
HH Growth
HH Growth Breakdown
24,826
32,146
8,213
(37,277)
(24,494)
(15,156)
3,630
425,208


7K posters installed in Branches – ATM lobby, Tellers, Sales/Waiting areas, PB Offices, plus QR Codes were added to Posters late May!
Learnings
Messages with more tangible and differentiated benefits performed well.
Headlines that stood out are "unlock unique experiences...free up fees...earn cash back".
Posters with more predictable offerings had less QR code engagement.
2% QR Hits
14% QR Hits
17% QR Hits
8% QR Hits
8% QR Hits
Enhance the way you bank as a Citi Priority customer
Free up fees with Enhanced Direct Deposit
Bank here, there and everywhere with the Citi® Mobile App
Take charge of your investing with Citi® Self Invest
Unlock unique experiences with the Citi Entertainment program
Citi Priority
Enhanced Direct Deposit
Mobile APP
Citi Self Invest
Citi Entertainment
citi
11


Capitalizing content to build loyalty
Client data insights used to tailor Q3 content have performed extremely well with engagement
Client response to content have been +79% positively received
Interest and repeated engagement has been historically highest with - Unique open rate at 57%, total (repeated) open rate at 88%.
Content click rate has also been highest at 0.67%, +0.46% vs Q1'23
Retirement planning content have been top-of-mind, with 5x more clicks vs showcased investing and spending writeups
Learning about automatic investing has 2x more total views than Q2 investing's "Steps to building a portfolio"
Q1'23 – Develop a Strong Financial Plan
Q2'23 – Tips to help Meet your Financial Goals
Q3'23 – Now's the time to Plan your Future
Sent: Mar'23 • 333k
Open Rate 55.7%
Total Click 0.21%
Sent: Jun'23 • 332k
Open Rate 57.8%
Total Click 0.42%
Sent: Sep'23 • 336k
Open Rate 57.2%
Total Click 0.67%
Supporting client's progress through Financial Education. What is Next?
Specially curated year end content:
"Self invest vs Robot Investing", financial planning
"End of year Financial Check up"
"Gift giving while staying on budget"
citi
12


Day 1 Up-Tier eligible to Citi Priority with Early Access into Reimagine
Citi Priority
Preferred banking benefits are within reach
Unlock a financial experience with more perks
Highlighting the outstanding relationship benefits that come with Citi Priority:
Waived Monthly Service Fees
Waived Citibank fees at Non- Citi ATMs
Access to financial guidance from Citi Personal Wealth Management etc.
Summary of activity
Early Access reminder communications were sent to 65k existing Blue clients with total D&I balances of $30k+ in Sep'23
With Call to Action of opting in to convert early to Simplified Banking either through: Citi.com/earlyaccess , visiting a branch or contacting us through phone
Client communication is supported by a Personal Bank led outreach lasting until end of Oct'23

- About the Speaker : LinkedIn Top Voice for Artificial Intelligence | Thought Leadership and Technological Innovation | Driving AI-Powered Innovation | Empowering Women's Leadership | Keynote Speaker | Chief | Author | Forbes Technology Council Member
- My career trajectory is diverse with holding positions in Engineering, Architecture, CTO, Product and Management orgs. She has delivered strategically critical products for companies like Lockheed Martin, Fannie Mae, Freddie Mac, Sprint, U.S. Treasury, Oracle, and Citi, spanning diverse sectors like Defense, Telecommunication, and Finance.
- Armed with a Postgraduate degree in Artificial Intelligence and Machine Learning from McCombs, Strategic Management from Wharton, Erum brings deep expertise and a strategic mindset to every challenge. Her ability to solve complex problems and implement solutions at scale has earned a reputation as a true innovator.