

Nordea

# AI-motoren i Nordeas Kundeservice

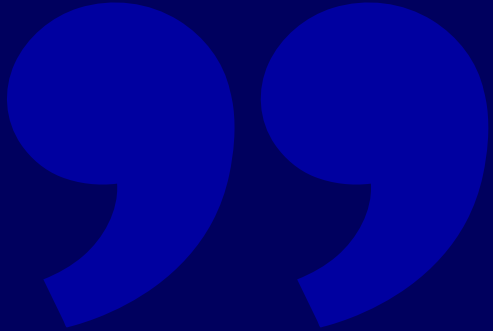
Anne Mette Birch Skiffard

18.04.2024



- Lidt om mig
- Nordea Bank kontaktcenter - Nordea 24/7
- Intern chatbot - benefits
- Rejsen med Nova – ekstern chatbot
- Robot eller menneske





## Anne Mette Birch Skiffard



- Arbejdet i Nordea i snart 24 år
- Bankassistent, Bankrådgiver
- Bankrådgiver og Teamleder Nordea Kontaktcenter
- Senior Business Developer Nordea Kontaktcenter



Content Lead for Nordea Danmarks interne og eksterne chatbot

# Nordea 24/7 – Danish customer contact center

Answers ~ 3 million customer enquiries yearly



Calls (95%)



Human ass. chat (4%)



Social media (1%)



Nova external Chatbot ~ answers 480.000 customer chats yearly

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# Nova strategi



**DIGITAL** first

**CUSTOMER** experience in top

**CREATE** the best chatbot



## Internal chatbot



Hi, I'm made for helping and improving the customer experience!

# Internal chatbot

Hi, I'm made for helping and improving the customer experience!



Reduce traffic



Reduce handling time



Align -  
Knowledgesharing



First Time Right



Support our Self-  
service agenda



Incident handling





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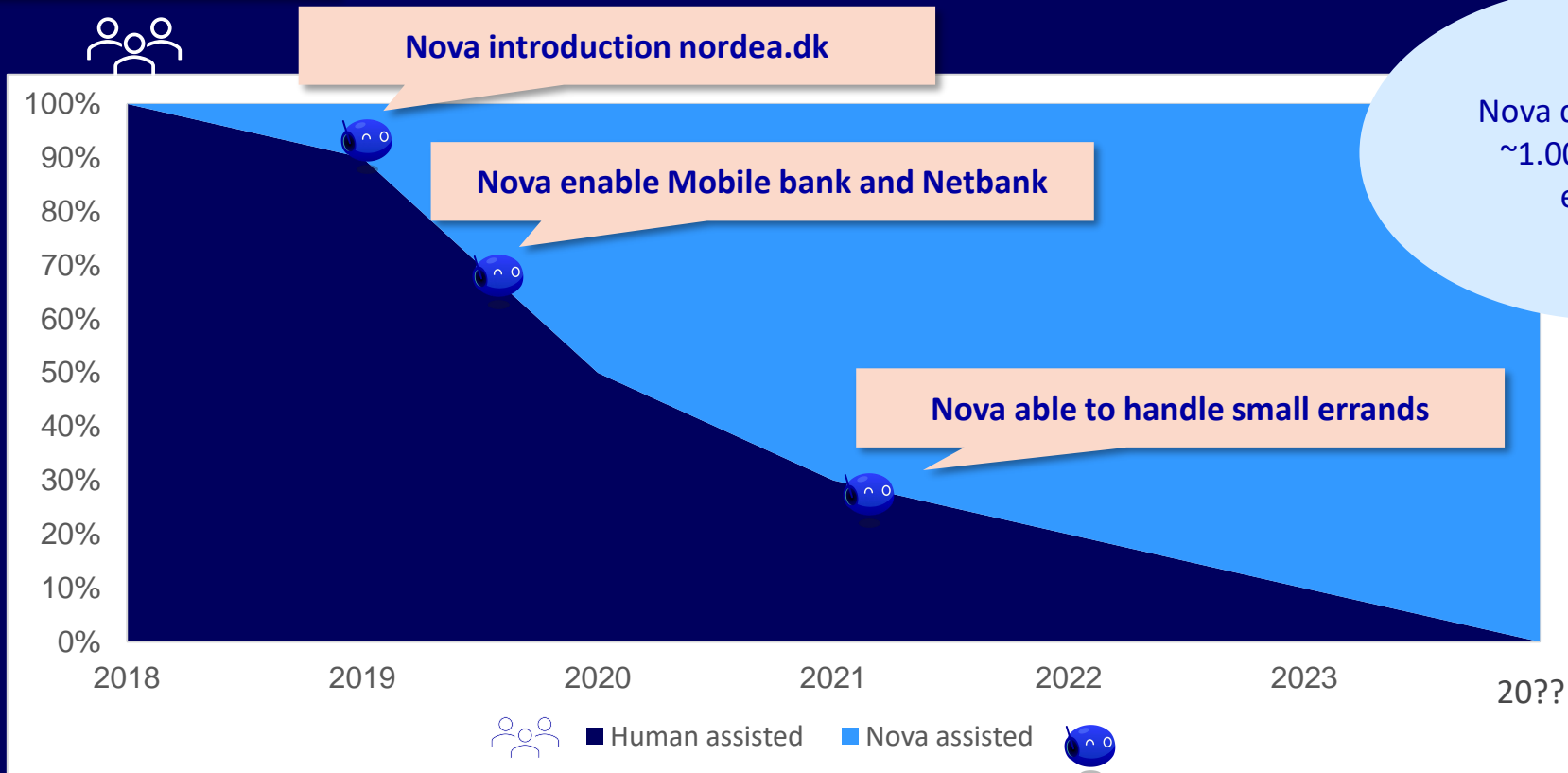
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# External chatbot - success

Only human chat

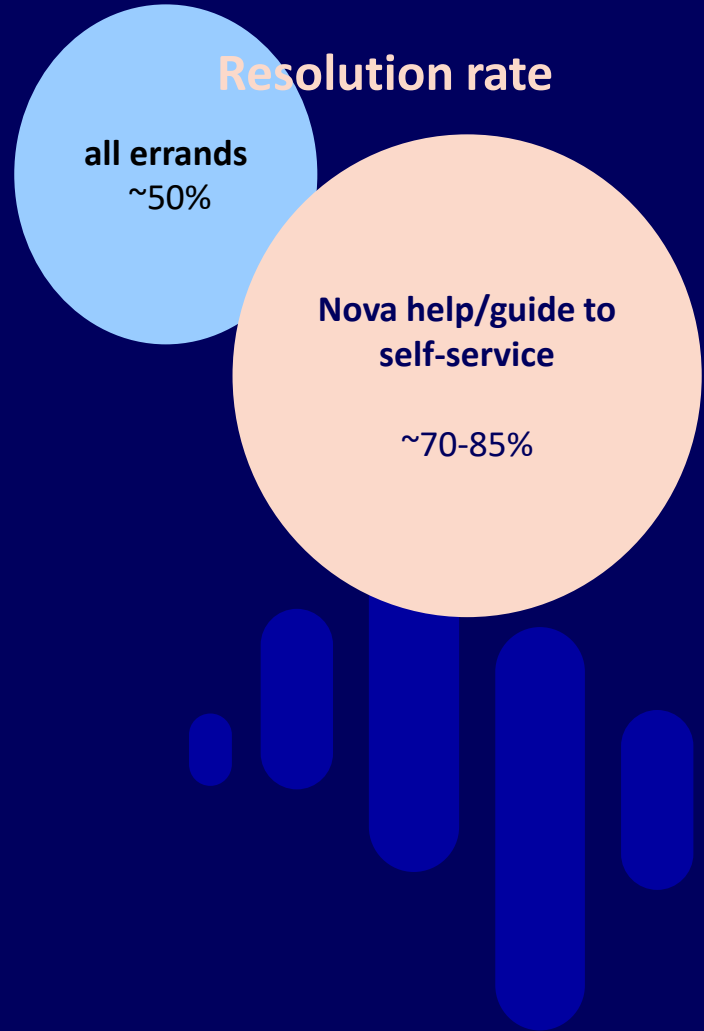
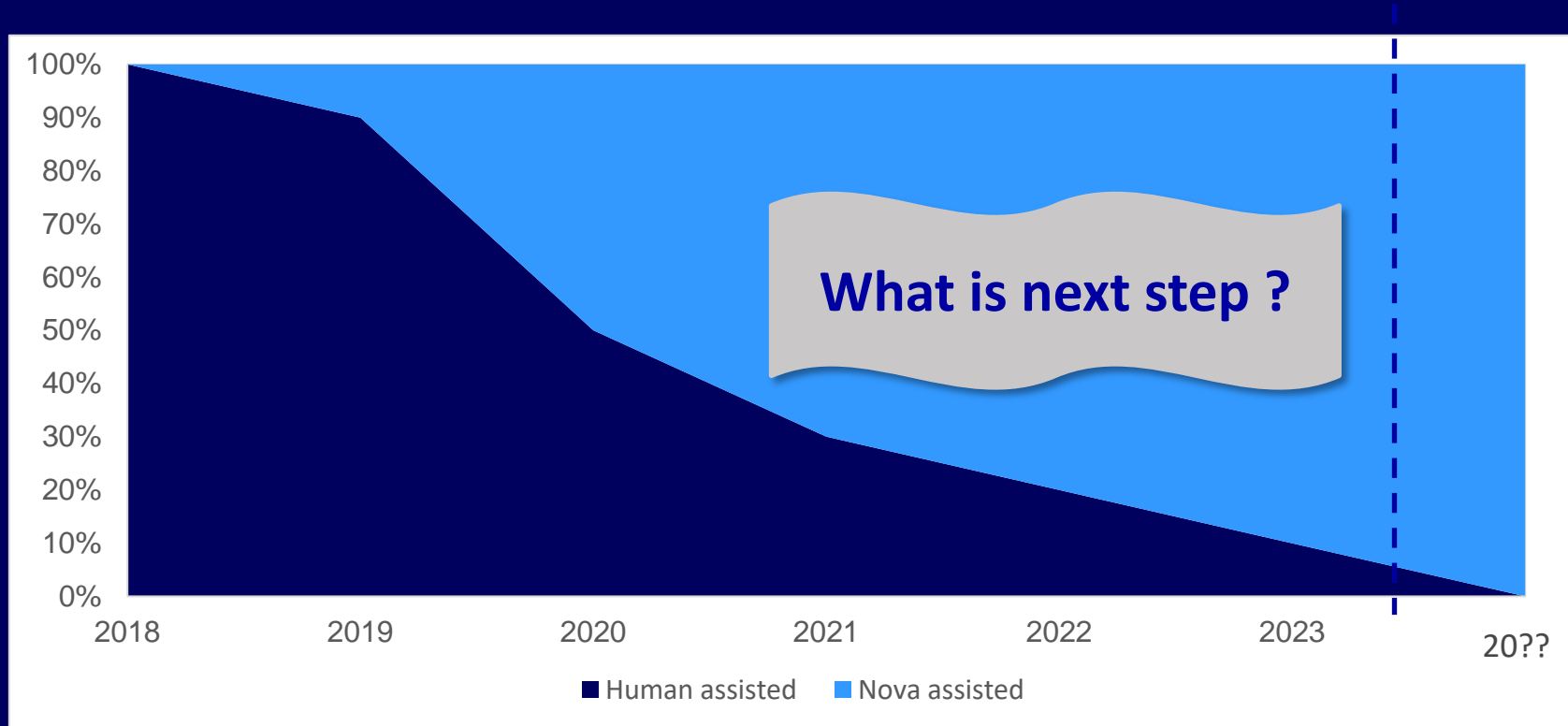


Customer conversation with Nova in 2023 ~0,5 mio.

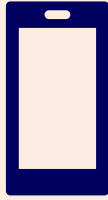
Nova can help with ~1.000 different errands

Nova speaks both Danish and English

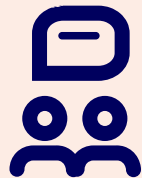
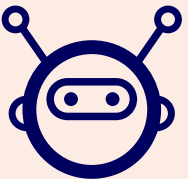
# External chatbot - work alone?



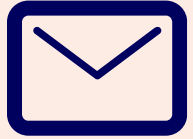
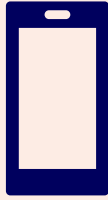
## Robots or human



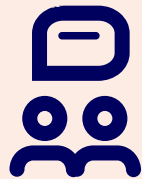
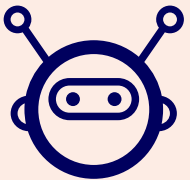
We want to create the best **omnichannel customer experience** – to always be **personal** and **available** for our customers, whether they prefer to use our digital services or interact with us in person.



Robots or human – or all!



**Super search**  
Easy for customer to search  
for help





Thank you for your attention,  
Now time for questions!