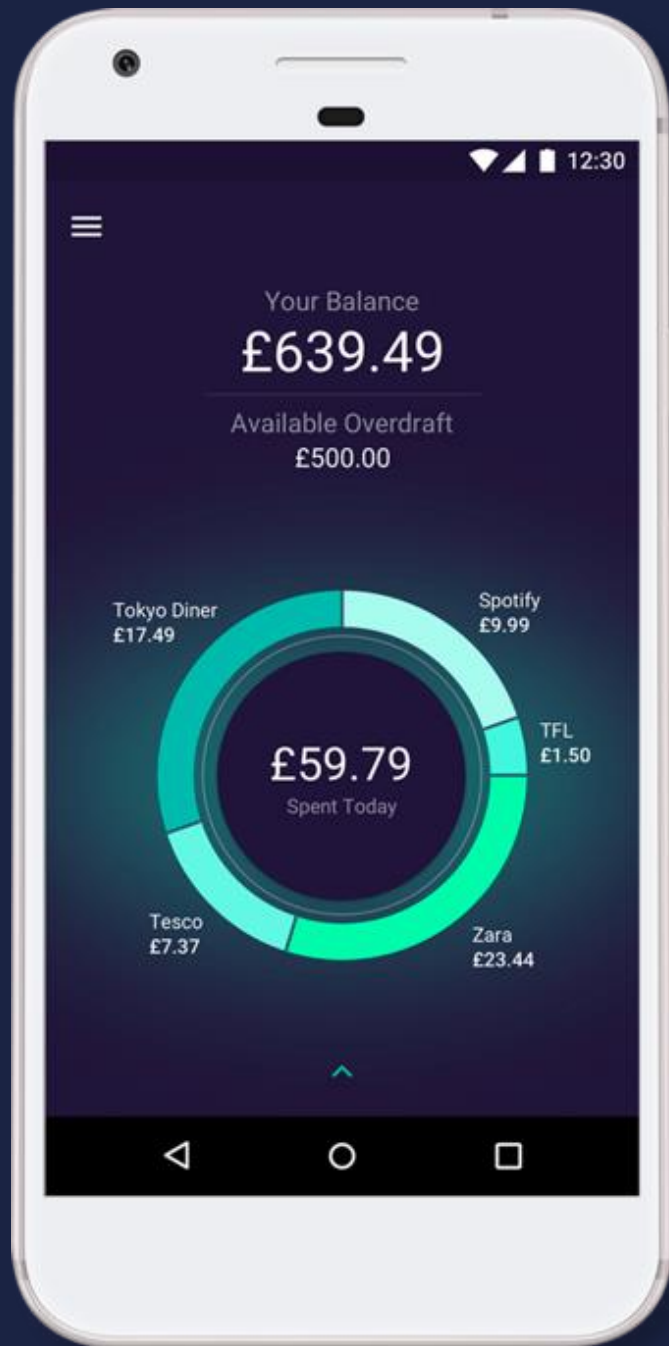


# Customer Centricity & AI

October 2017

@benchisell



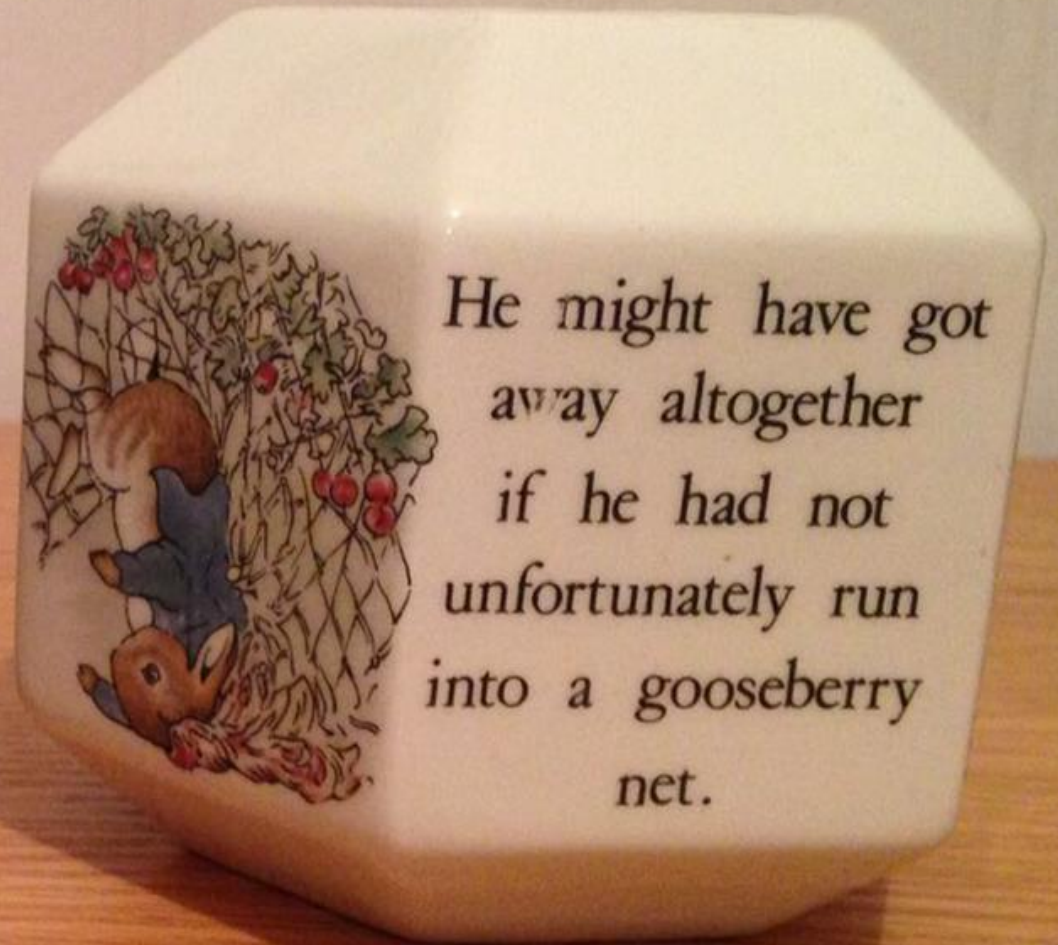
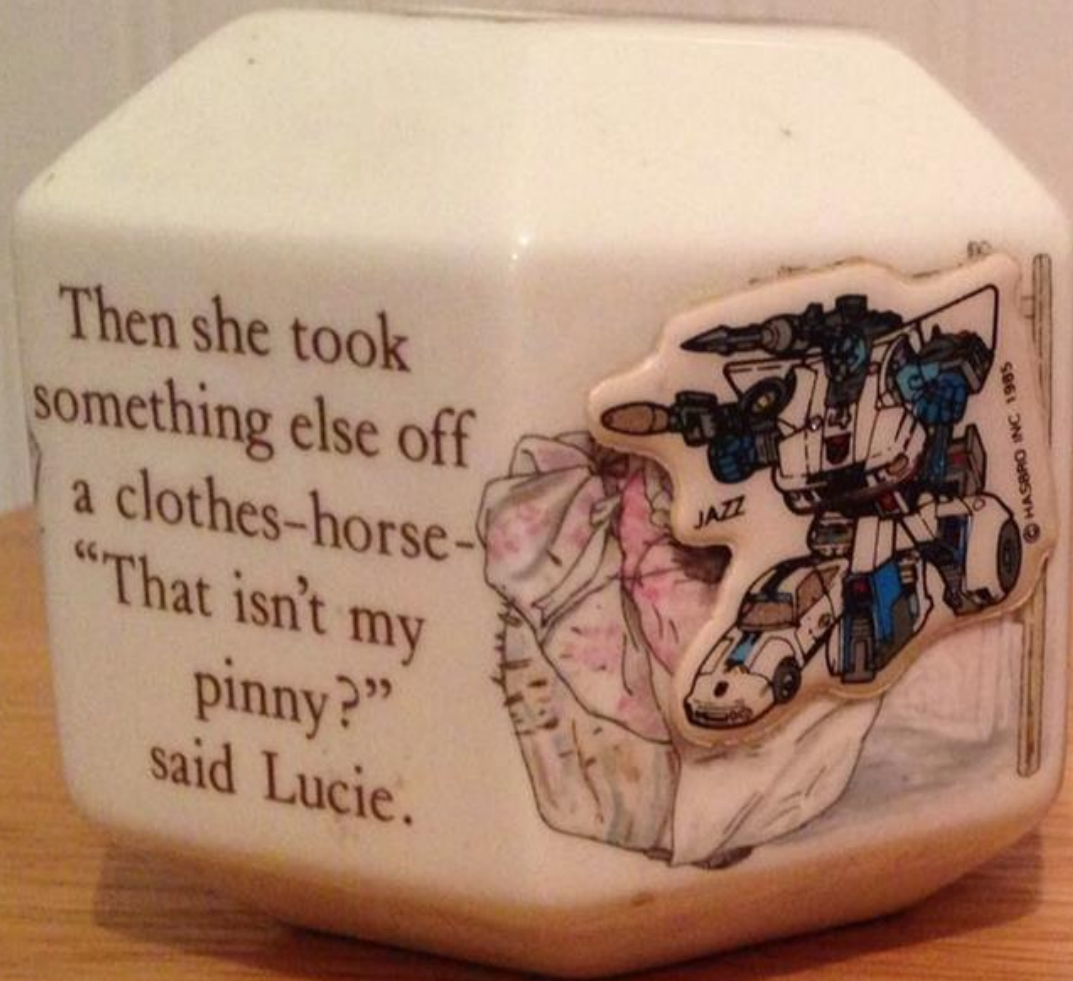
# STARLING BANK

- Effortless
- Control
- Cost
- Purpose
- Fairness

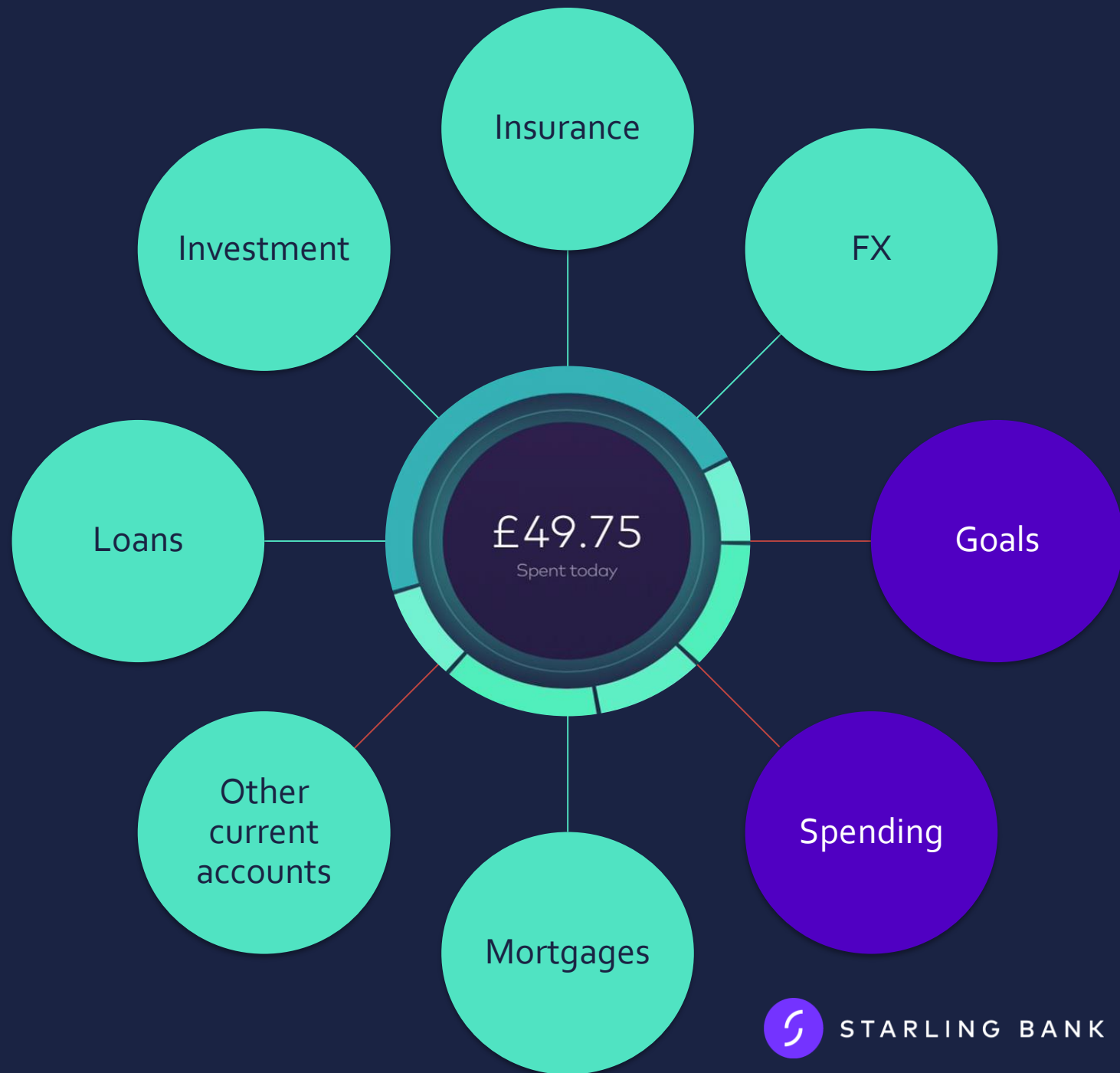


**Solve problems for your customers**

# Giving Money a Purpose



Providing  
Helpful,  
Unbiased,  
Neutral  
Information



“Should I take credit?”

OR

“Can I afford to pay it back?”

# Conclusions

- Understand your customers' problems
- Use AI and Machine learning to solve them
- Experiment

Thank you!

@benchisell