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# The Future of interaction

#wmf2020

Alessandro Galetto  
General Manager, Global

@baloss on Twitter

**bip.** Group

Technology is a modern magic that needs a direction to improve our lives.

We use design to bring technology to the human level, finding interpretations and opportunities to turn into long-lasting value for people and organizations.





# What is going to be the future of interaction?

01.  
Adaptive  
interfaces

02.  
Graphic, vocal, virtual,  
textual supports

03.  
Agentive  
technologies



The future of interaction applied to financial services.



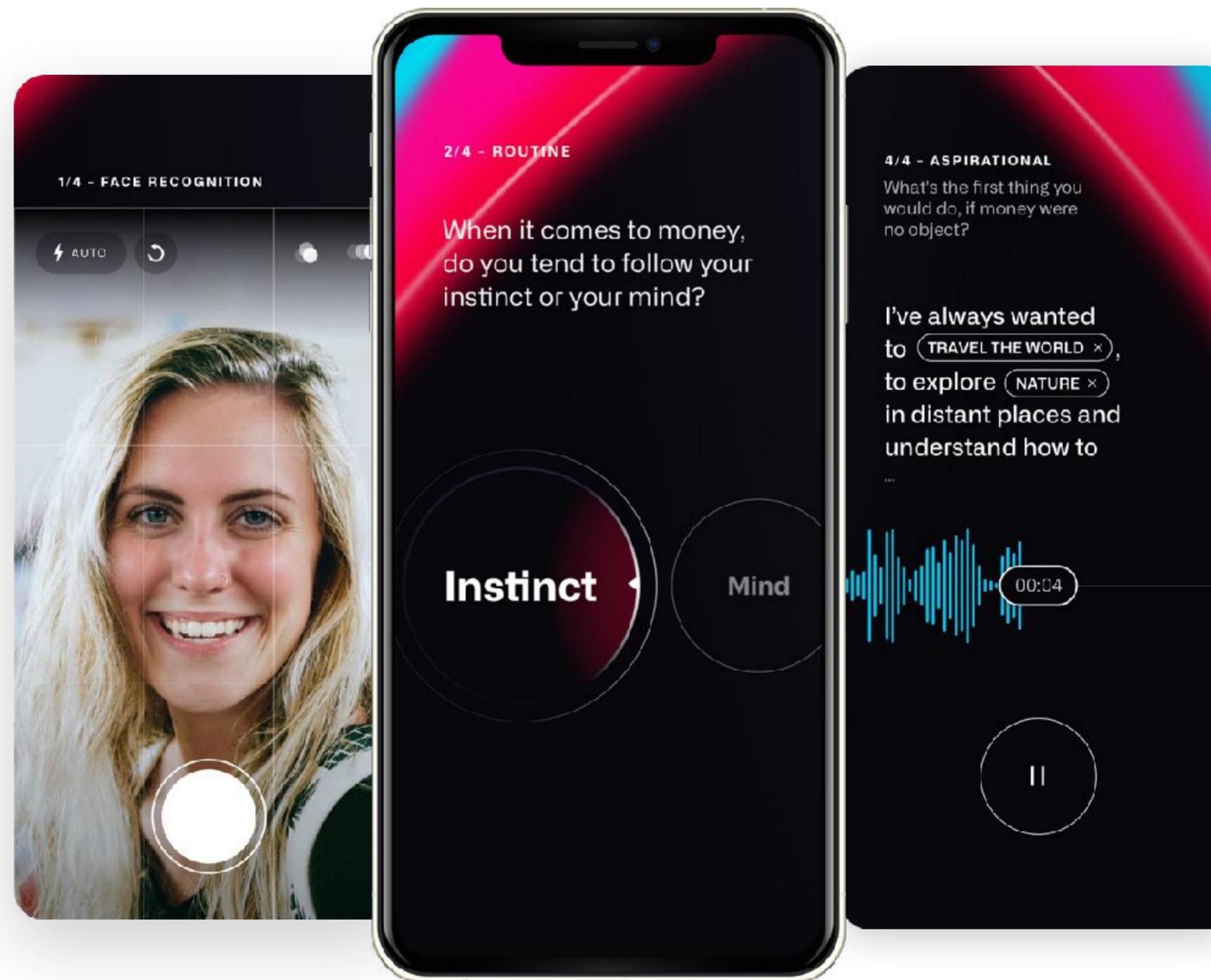
# A client is more than his bank account

Besides setting their financial goals and purchase objectives, users are also asked to tell something about themselves, their aspirations and life purpose, through a guided and progressive set of questions. This allows a deeper knowledge of the users' true intentions and an even more personalized experience.

[#purpose](#)

[#narration](#)

[#listening](#)



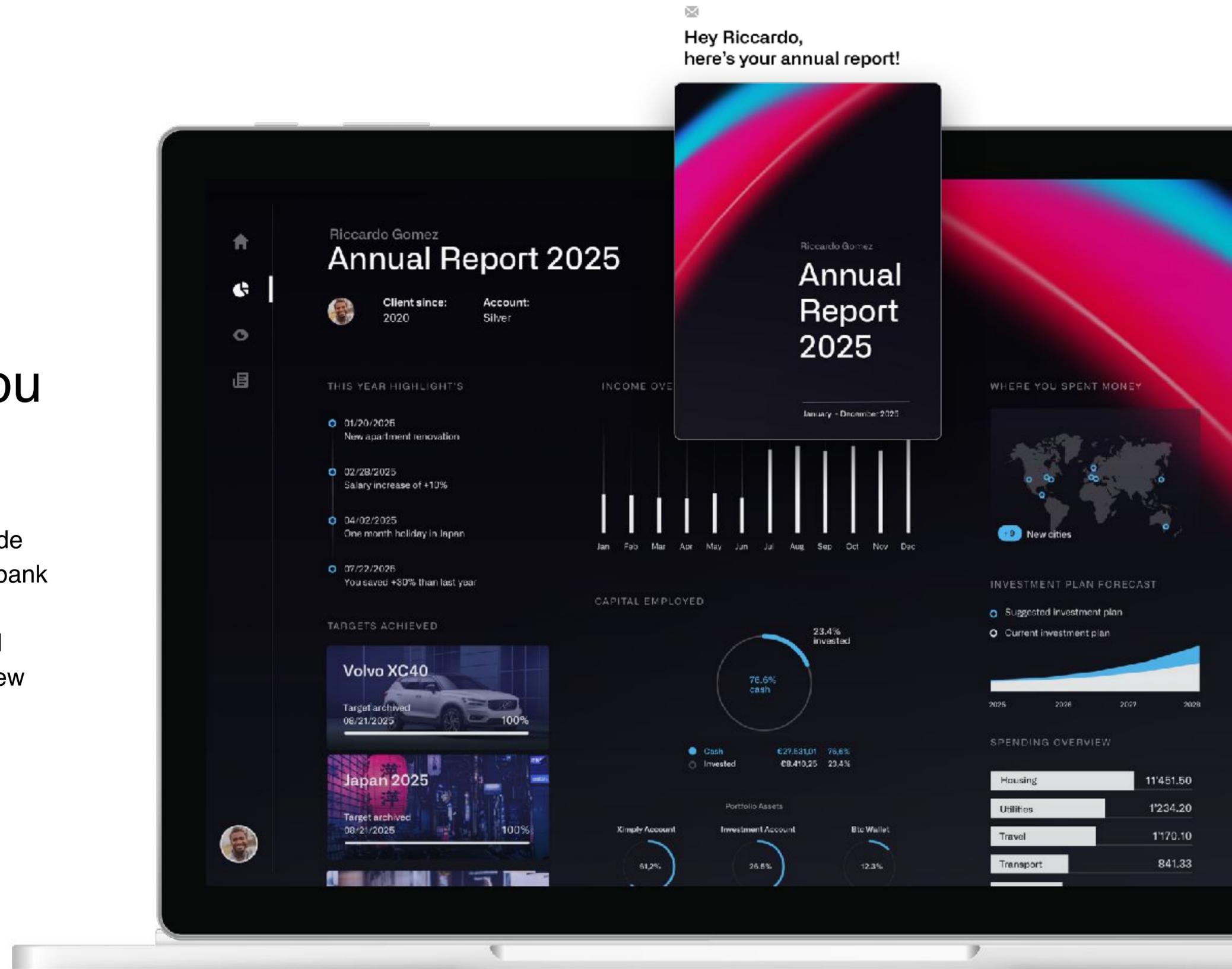
# How you use your money tells a lot about you (that you might not be aware of)

In order to build meaningful customers overview and provide them with meaningful insights about their financial status, bank systems and information provided to the bank counsellor throughout informative systems and their interfaces should change their paradigm completely. Therefore enabling a new way of work for bank people.

#reports

#insights

#anticipation





# People are part of a connected environment that learns things about you

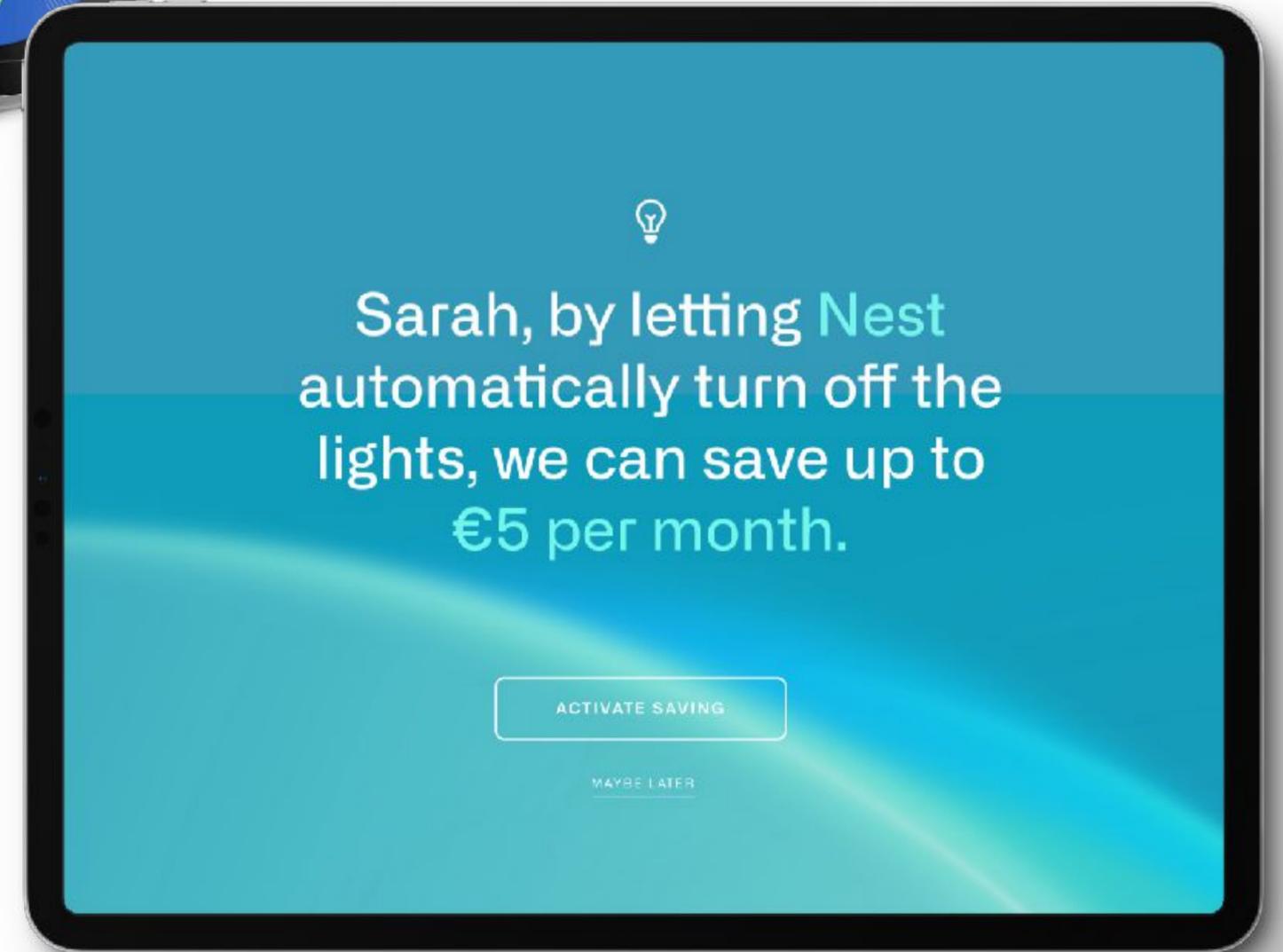
By being connected to the user's smart objects and environments, the virtual agent can easily detect their behaviors and usage patterns.

This allows the suggestion of virtuous behaviors aimed at reducing energy consumption and saving money.

[#connected](#)

[#consumption](#)

[#behavior](#)



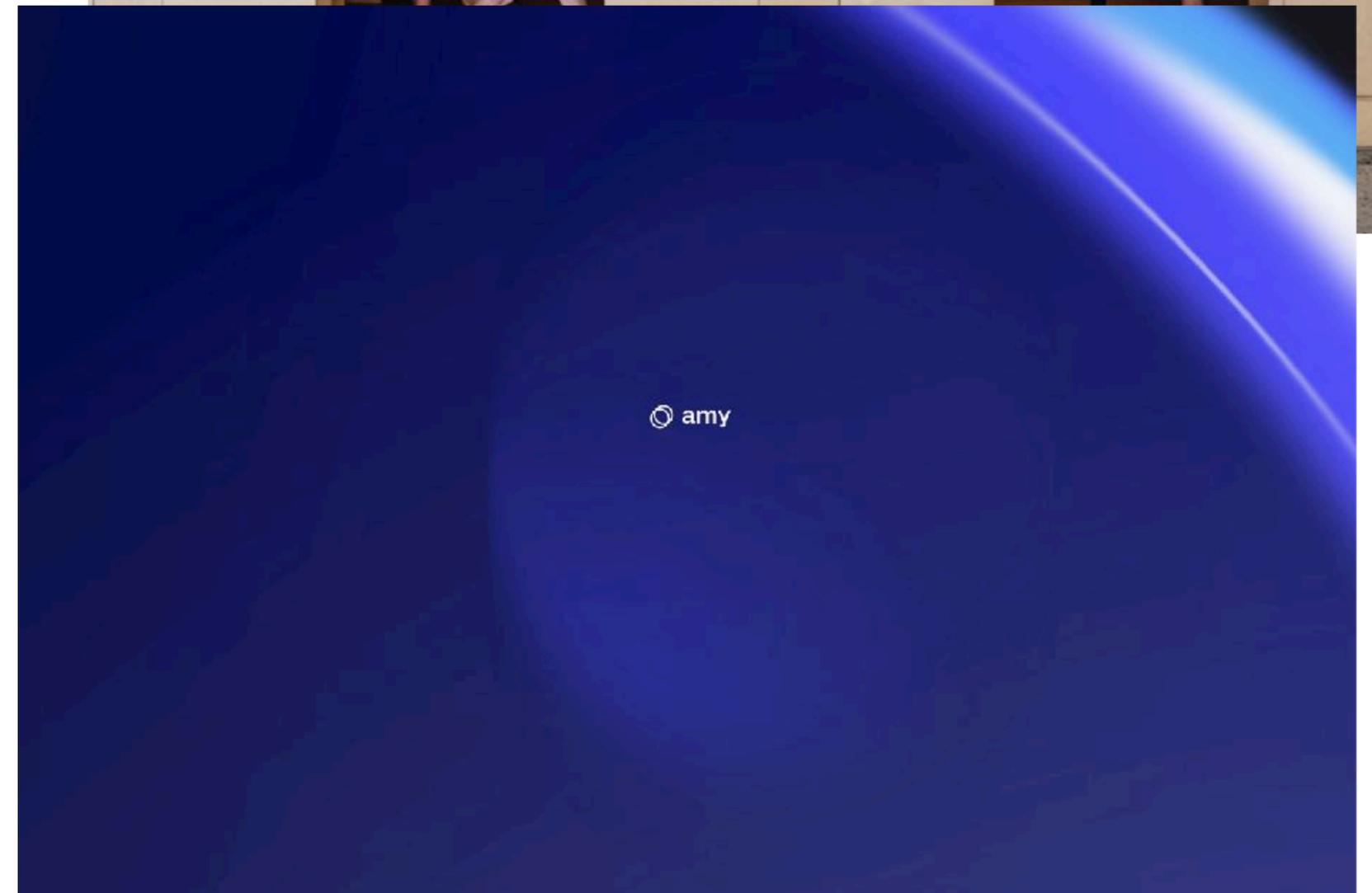
# People and Agentive AI will be actual companions, and support each other

Even during the interaction between the customer and the human advisor, the virtual agent is always there to listen, process and provide realtime data and information useful to the ongoing task, by detecting keywords and commands in the conversation.

[#listening](#)

[#adaptive](#)

[#forecasting](#)



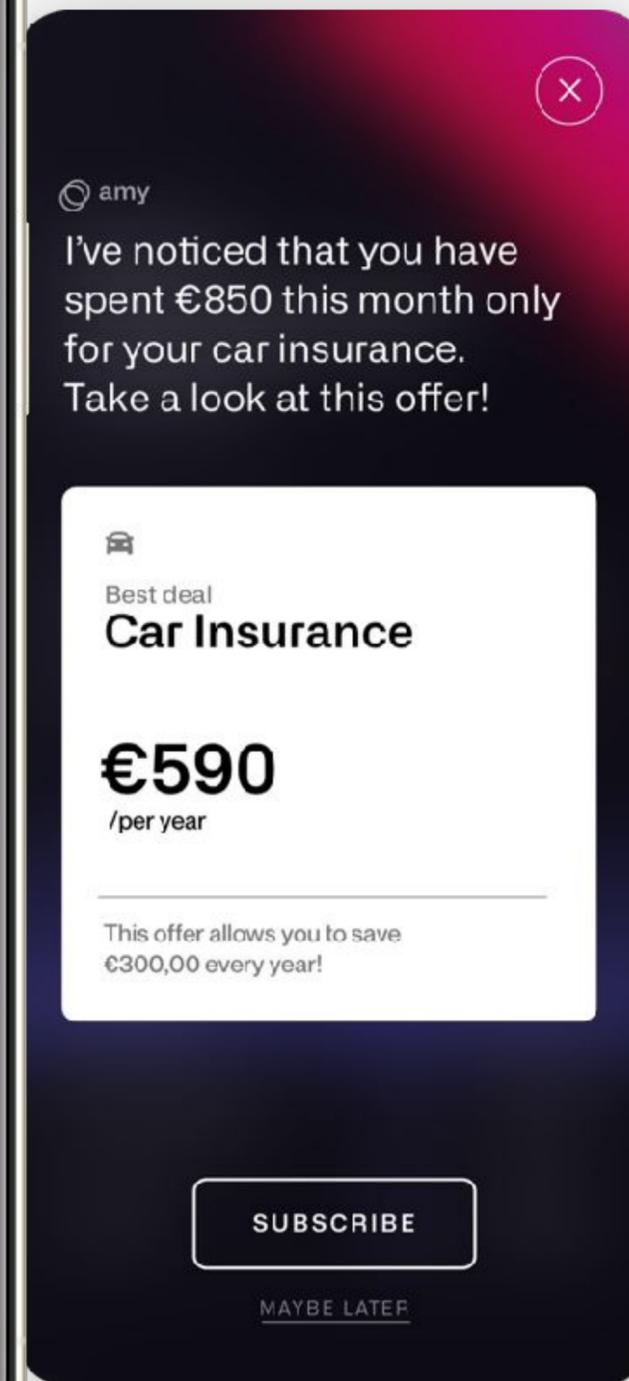
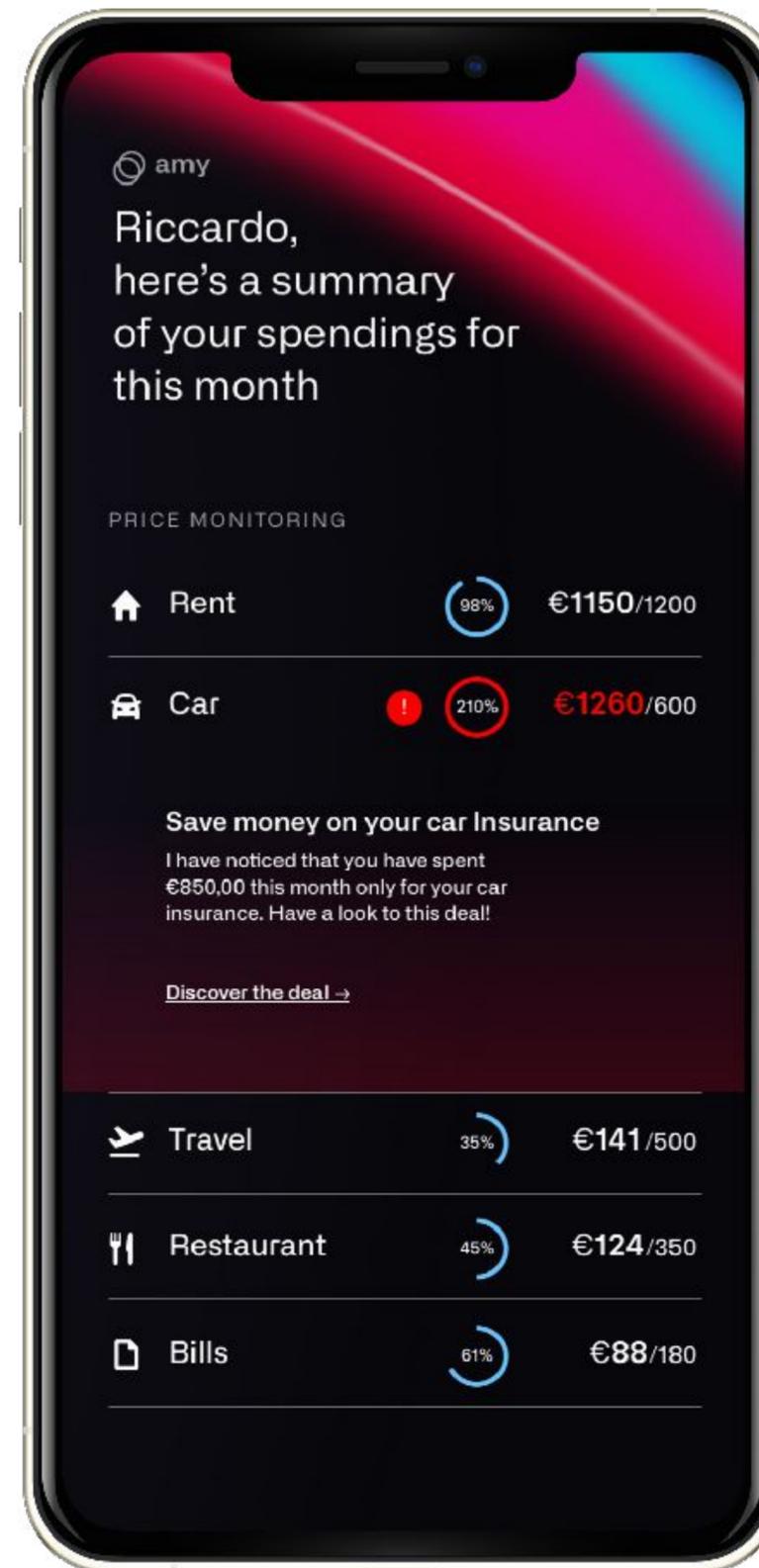
# The bank can help you optimize your money

The agent learns your spending patterns and automatically makes adjustments among your checking account, your savings and investments, even on third parties services, to maximize the returns on your money while keeping enough cash for everyday expenses. It's like a Nest thermostat for banking.

#gathering

#adjustments

#patterns



# Moving from service to agent AI

From enabling the customers to complete their tasks, to actually fulfilling their final goals.

01.  
**Empathic**

Understanding the customer's real needs and emotions, and speaking their language.

02.  
**Adaptive**

Changing the way of behaving according to the customer's peculiar interactions.

03.  
**Proactive**

Anticipating the customer's needs and expectations, and fully meeting them.





# Thank you

[alessandro@sketchin.com](mailto:alessandro@sketchin.com)

[sketchin.com](http://sketchin.com)

Google



"alessandro galetto"



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