

CASE STUDY

BNP Paribas Securities Services

NOA, the NextGen Online Assistant

BNP Paribas is one of the world's largest banks by total assets, with a business footprint that spans 72 countries and a legacy that extends back more than a century. BNP Paribas Securities Services is a wholly-owned subsidiary of the BNP Paribas Group and is a multi-asset servicing specialist supporting the complete investment cycle on behalf of institutional clients.

As part of the bank's ongoing digital transformation, it sought a means to add cognitive and automation functionality to its client-facing operations in order to remain competitive within the financial sector. As part of this initiative, BNP Paribas Securities Services tapped Amelia (internally known as "NOA" or "NextGen Online Assistant") to automate tasks inside two client-facing websites.

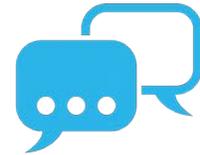
NOA enhances the client experience with 24/7 on-demand access to information and services.

Beginning in 2017, Securities Services began working with IPsoft to develop NOA for the company's NeoLink and PlanetShares web portals. NeoLink provides access to subscribed services to all client segments. In this use case, NOA will provide information to institutional clients (in several languages) regarding the settlement of trades. NOA provides secure on-demand access to information, but also proactively suggests actions she can take on their behalf to resolve issues. For example, if a problem is identified with a specific trade, NOA will lead a user through the process of re-submitting the trade with updated information.

PlanetShares is a client portal that allows companies to manage employees' global compensation and benefit plans as well as employee-facing benefit self-management tools. An initial pilot was developed to provide secure personalized information access regarding clients' fully registered shares. NOA can guide shareholders through exercise options and provide up-to-date information regarding funds from sales.

In both instances, NOA will enhance the client experience with 24/7 on-demand access to information and services. These implementations also offer secondary benefits by automating high-volume — but not necessarily high business value — client needs, which frees experienced support staff to focus on complex or higher added-value tasks. The PlanetShares project is due to be operational in June 2019, while NOA is expected to be deployed on NeoLink, BNP Paribas Securities Services' client portal, in 2020.

At a Glance



Amelia provides service to customers and employees in several languages.



The implementation will help the bank remain in compliance through scaled automation.



Amelia frees experienced human agents from high-volume service tasks, so staff can handle more complex user needs.