Building a Customer Obsessed, AI-Driven Organisation

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INFORMATION TECHNOLOGY STANDARDS

SC 42 – Artificial Intelligence

Introduction

Building a Customer Obsessed, AI-Driven Organisation

- Culture and purpose – building a brighter future for all
- Leadership – awareness and support
- Capability – people make magic happen for the customers and communities that we serve
- Technology and partnerships – exclusive partnership with H2O.ai

Our vision is to become the global leading AI bank. To achieve this, we have driven:

1. The creation of CommBank.ai: a new Group entity run from the CDAO. Conceived as an AI accelerator hub, its purpose is to:

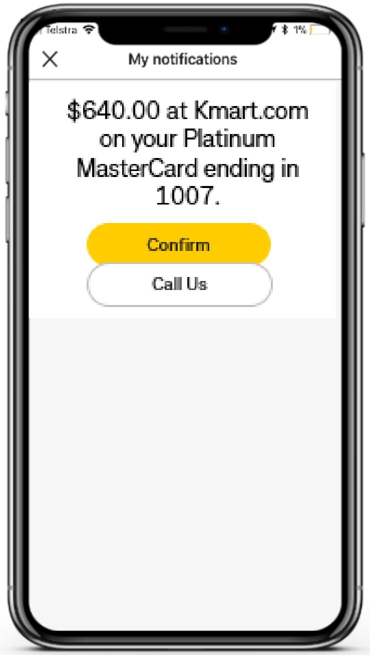
- Democratise the use of AI across the Group
- Develop new AI applications for the global market
- Position CBA and Australia at the forefront of the AI revolution

2. Investment in a partnership with H2O.ai, the world's most visionary AI platform:

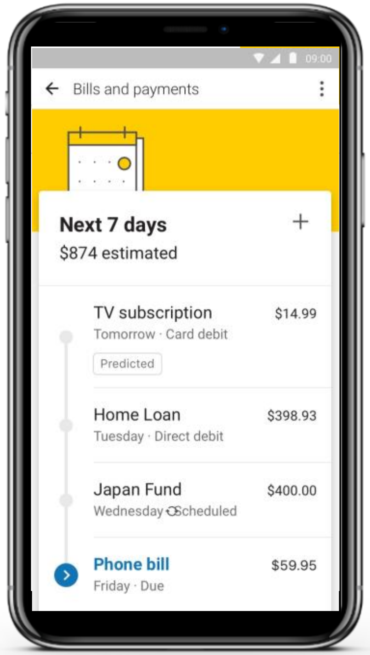
- Access to the world's best AI talent (25+ Kaggle Grandmasters)
- Platform capability to deliver AI into core bank systems
- A global marketplace for AI products built by CBA and H2O

AI in Action: Building a brighter future for all

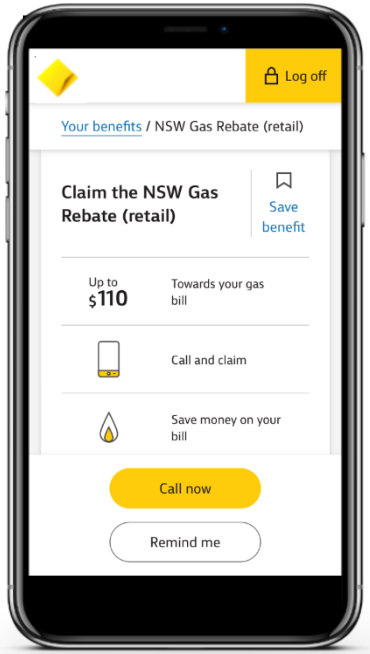
Real Time
Fraud Detection



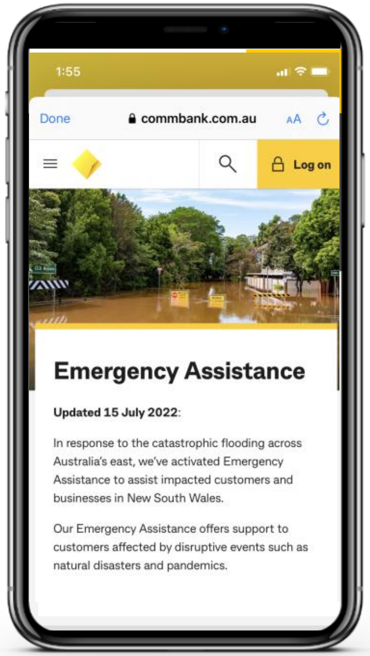
Bill
Sense



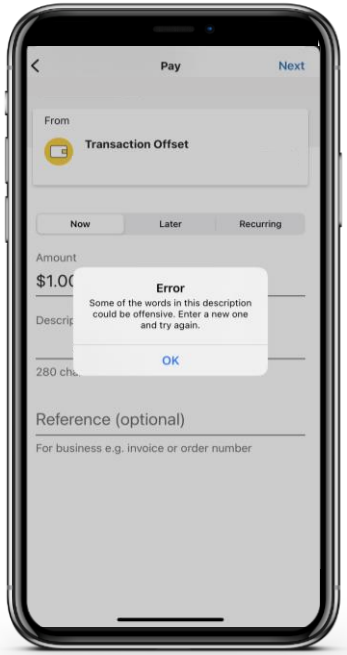
Benefits
Finder



Natural
Disaster Support



Transaction Abuse
Monitoring



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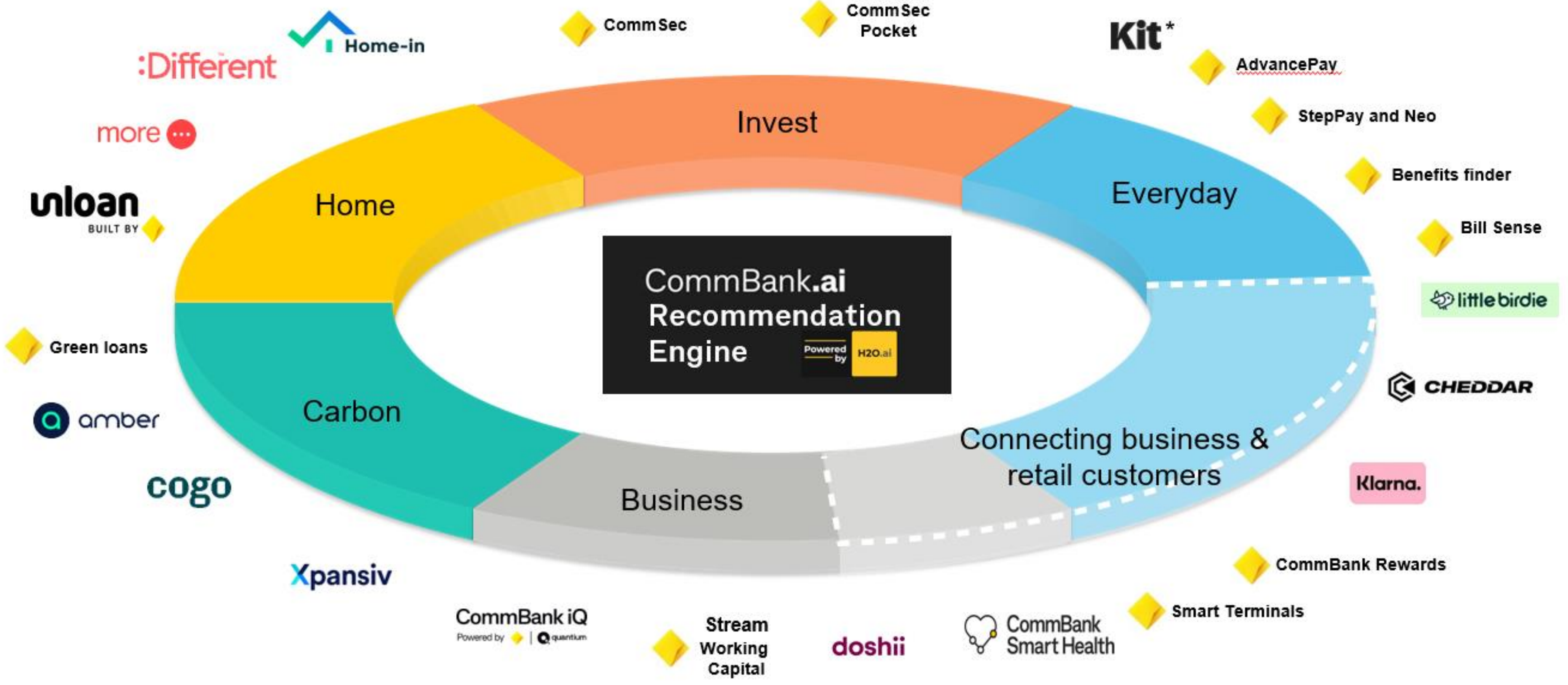
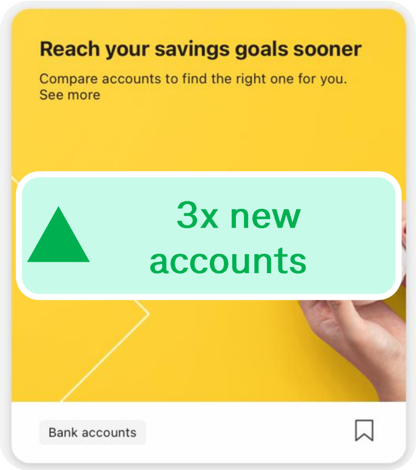
Reimagining products and services: Next-level personalisation through AI



Global Best Digital Experience: Responsible AI at Scale

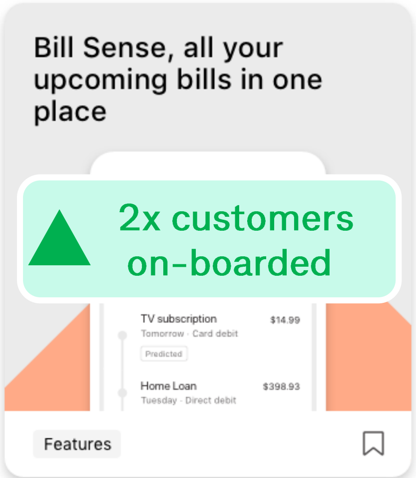
Customer engagement uplift*: same experience, new H2O.ai personalisation models

Savings Habits



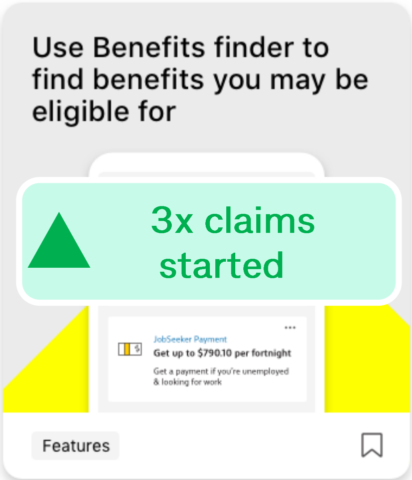
For customers looking to save more

Bill Sense



Helping Aussies take control of their finances & bill payments

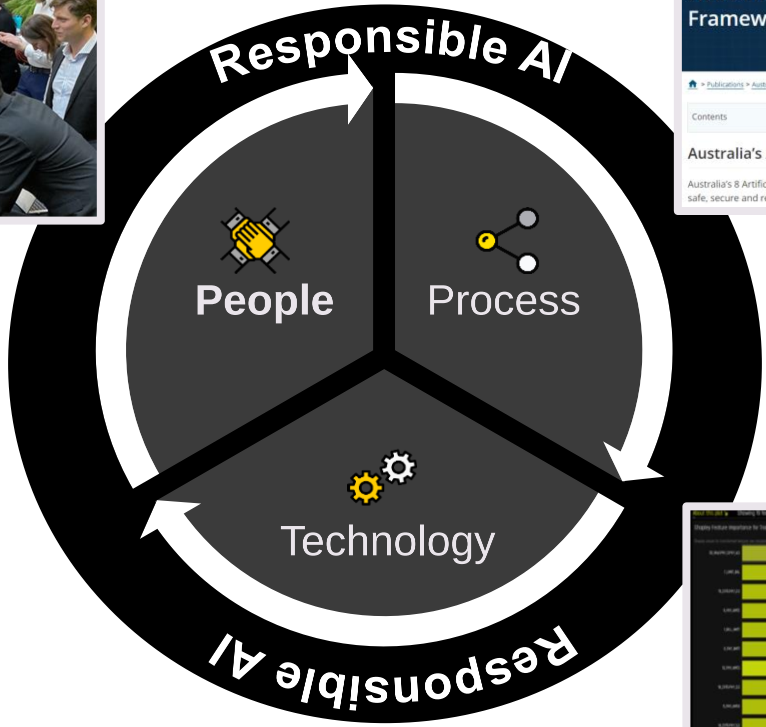
Benefits Finder

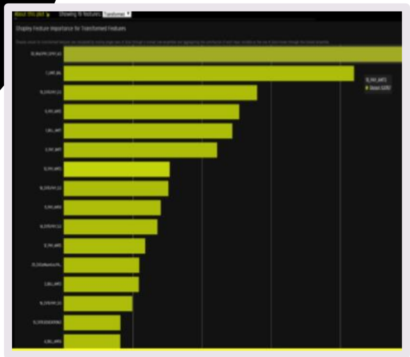


Offering a seamless way to connect to government rebates and benefits

** % uplift of H2O.ai vs. the original "Next Best Conversation" as our control group*

Bringing AI safely to scale to deliver our purpose





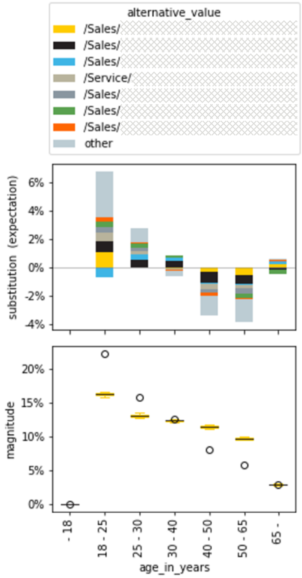
Do good for customers.
Use AI to build a brighter future for all.

Know that you did good.
Measure the customer outcomes to check that you had the intended effect.

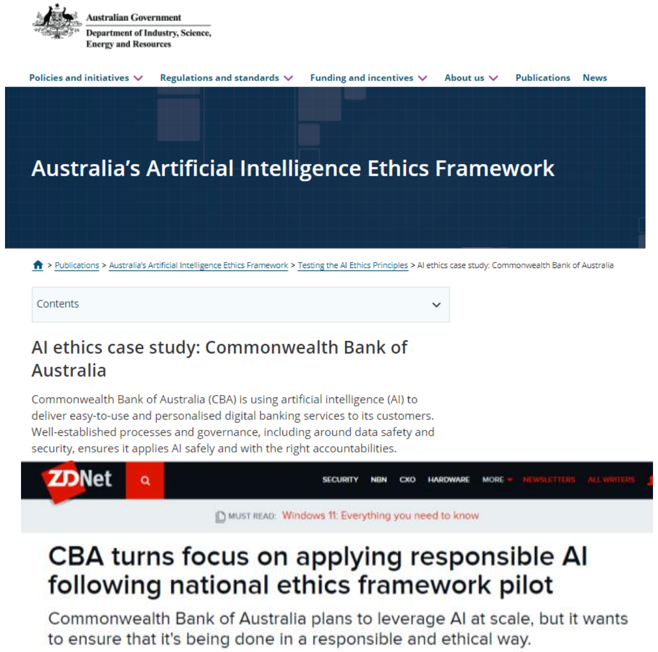
Explain the outcome.
Make sure the algorithms make decisions which can be explained, and are free from unintended bias.

Collaboration with government, universities and developing internal ethical AI solutions

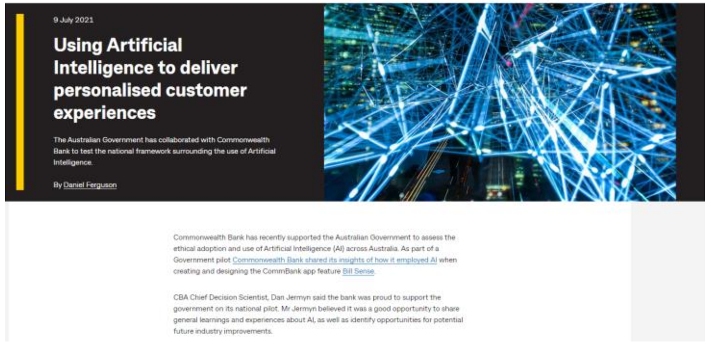
Ethical AI Service & Library enables model explainability and identifying disparities in model



Collaborating with Department of Industry in AI Ethics Framework Trials



Active collaboration with universities and research organisations in our Responsible AI frameworks, policies and AI operation models



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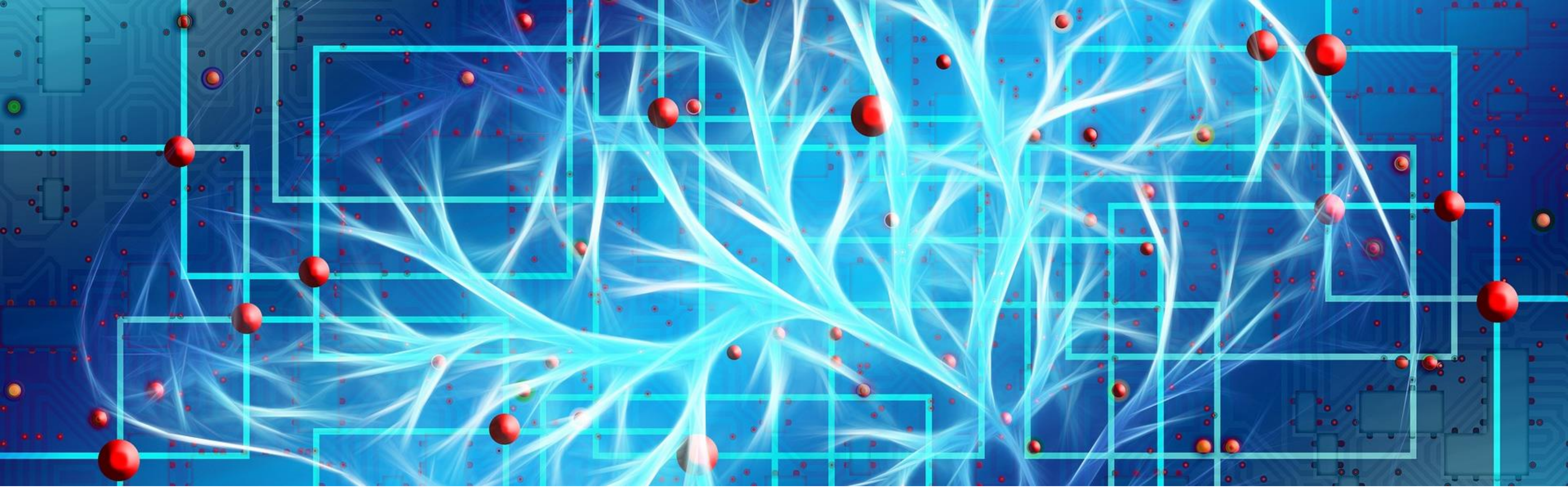

Summary

Thank you

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