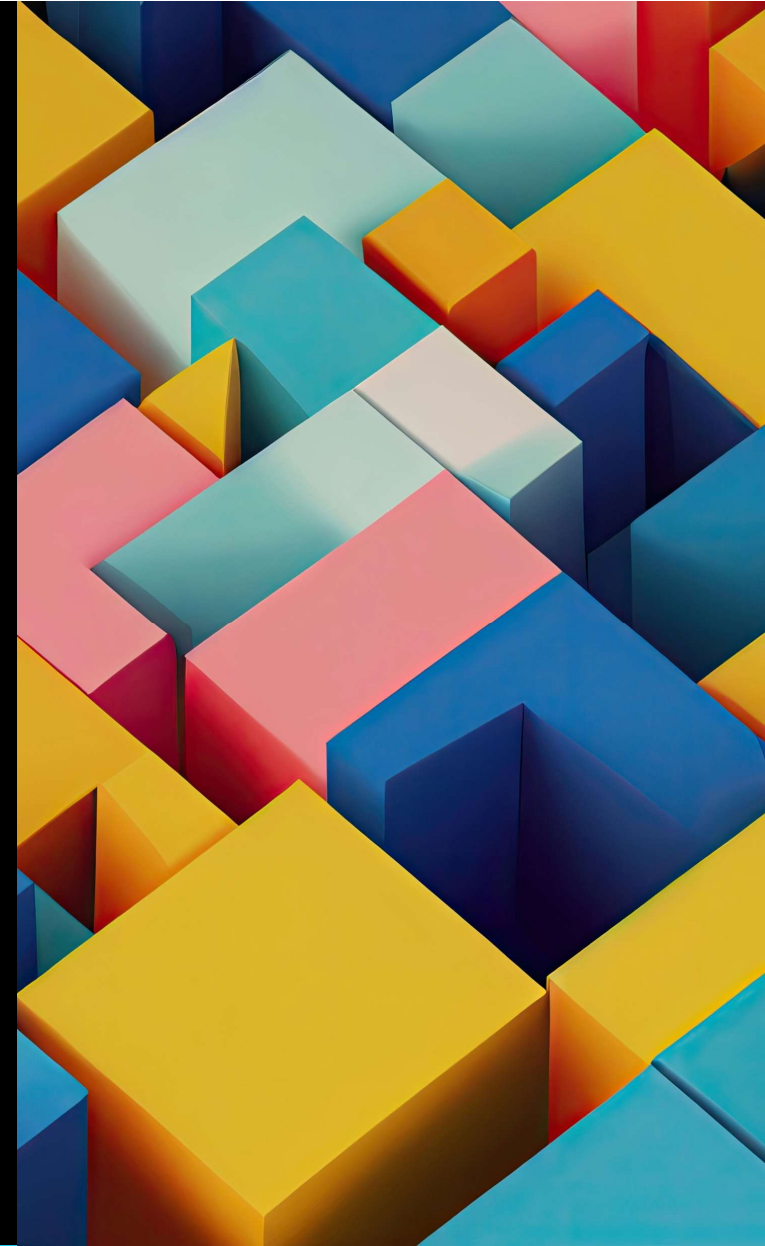




The Future of AI in Member Engagement: From Automation to Understanding

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Featured in the Women in FinTech Powerlist

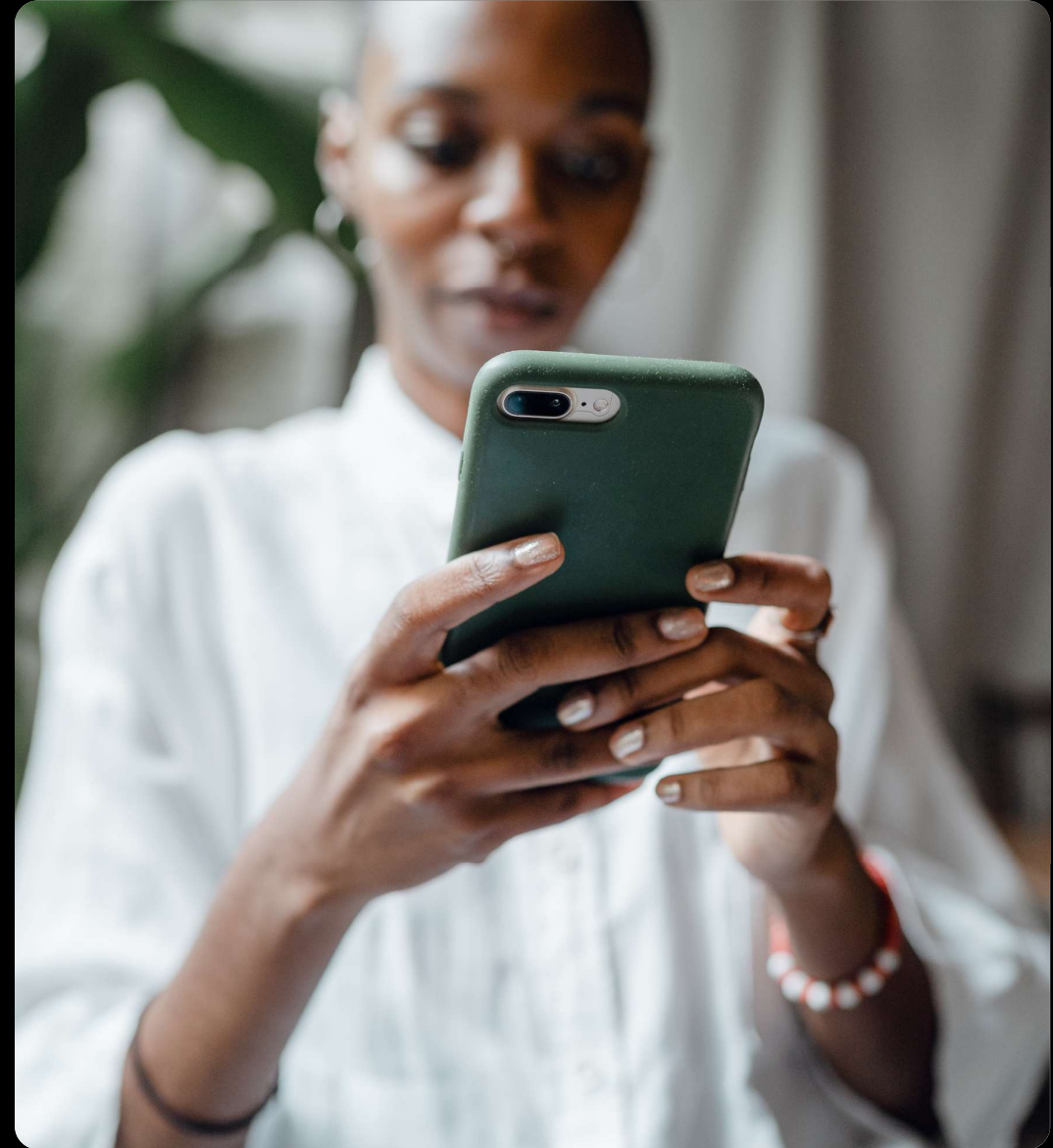
The Future of AI in Member Engagement

BRAND-LED
STRATEGY

GENERATING
CONFIDENCE
AND CLARITY

HUMAN
CONTROL

HYBRID
ENGAGEMENT



Top applications of AI in Financial Services



Top applications of AI Banks vs Fintechs

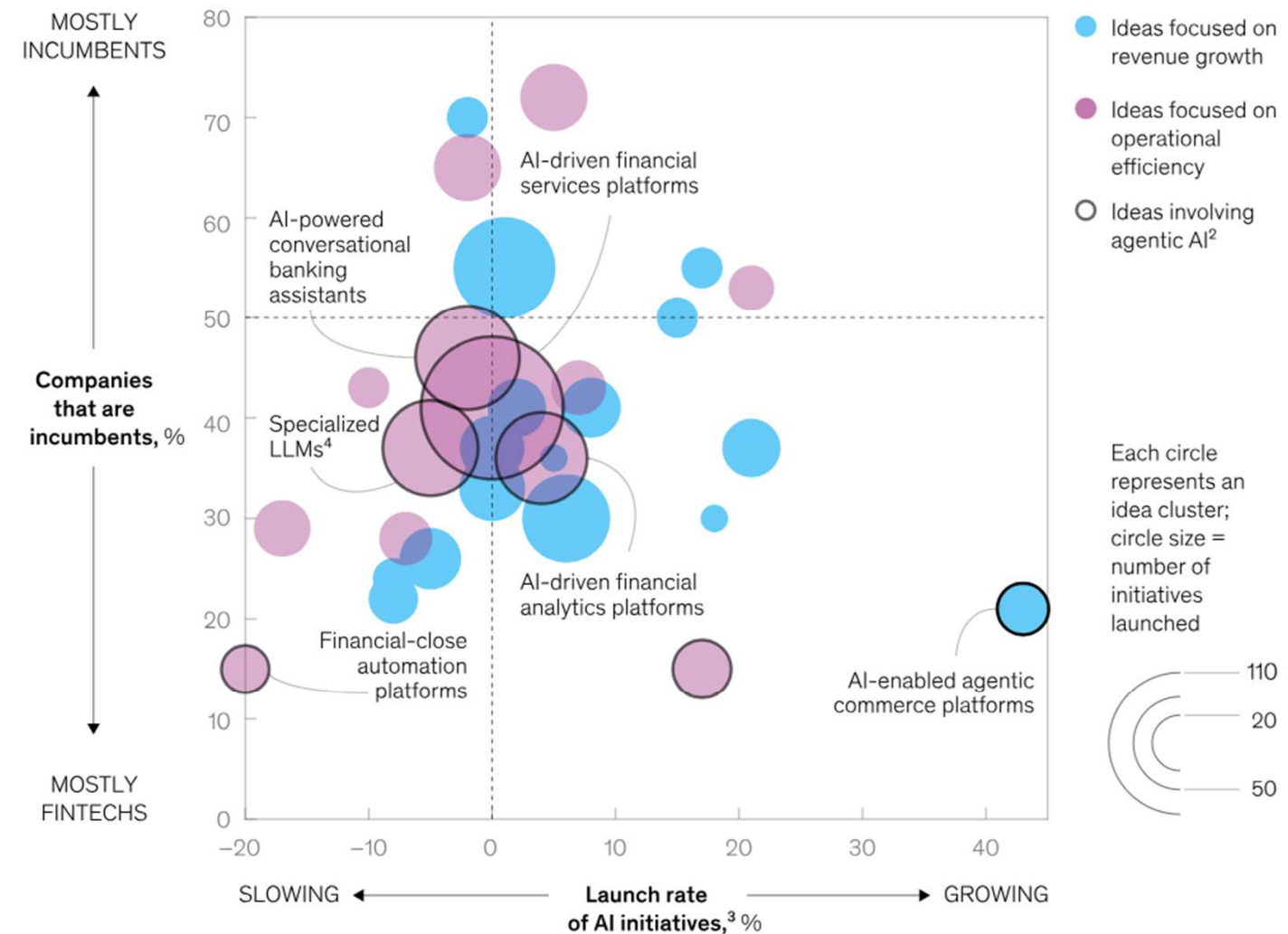
Banks' AI Priorities

- Boost revenue growth
- Enhance operational efficiency
- Focus on scale and product uptake

Fintechs' AI Priorities

- Deploy AI to drive innovation
- Create novel customer experiences that differentiate them in the market

Comparison of AI-based initiatives,¹ launched by incumbents vs fintechs, 2022–25

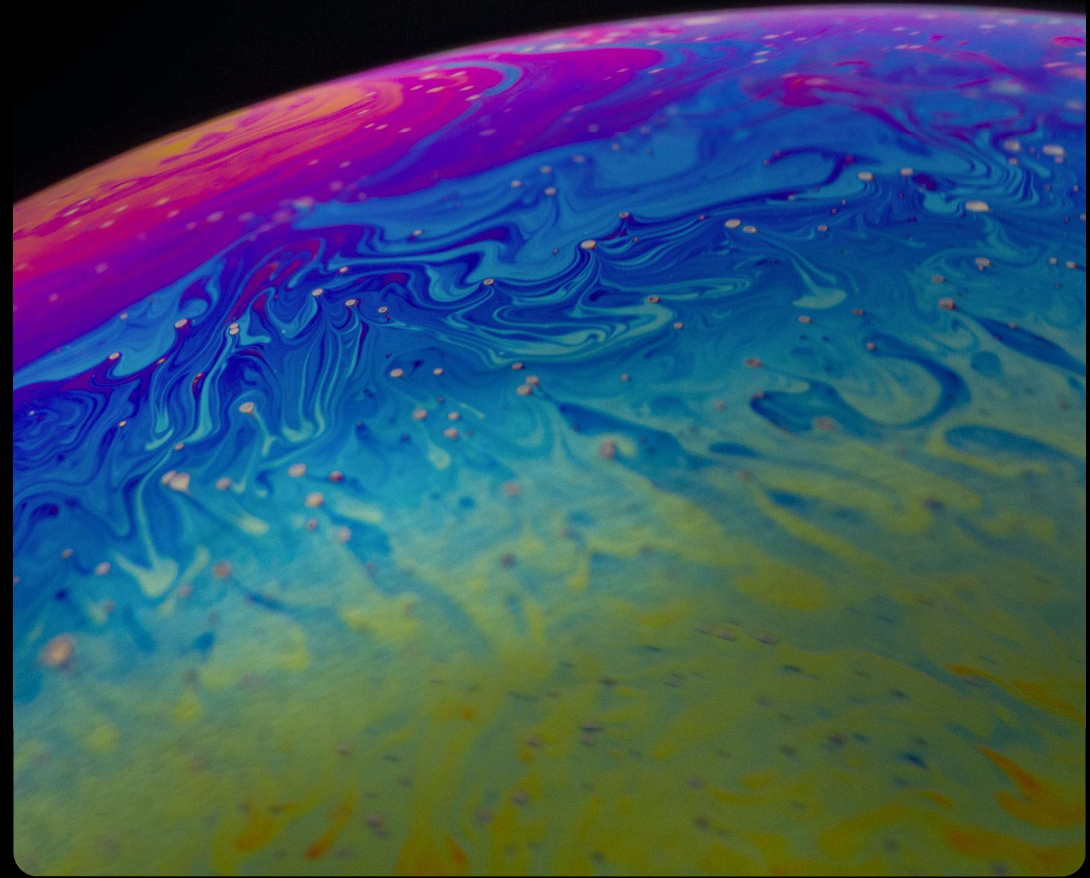


¹Analysis includes 639 AI-based initiatives sorted into about 30 idea clusters. ²Defined as ideas for which >5% of the underlying company initiatives in the given idea cluster use agentic AI. ³Relative growth in launch rate of AI-based initiatives compared with the total number of initiatives launched between Dec 2022 and June 2025 and tracked by the Idea Analytics database. ⁴Large language models. Source: McKinsey Panorama—Idea Analytics

Poll:

When it comes to AI, is
your organisation a...

- A. Pioneering Pilgrim
- B. Fast Follower
- C. Measured Majority
- D. Leisurely Laggard



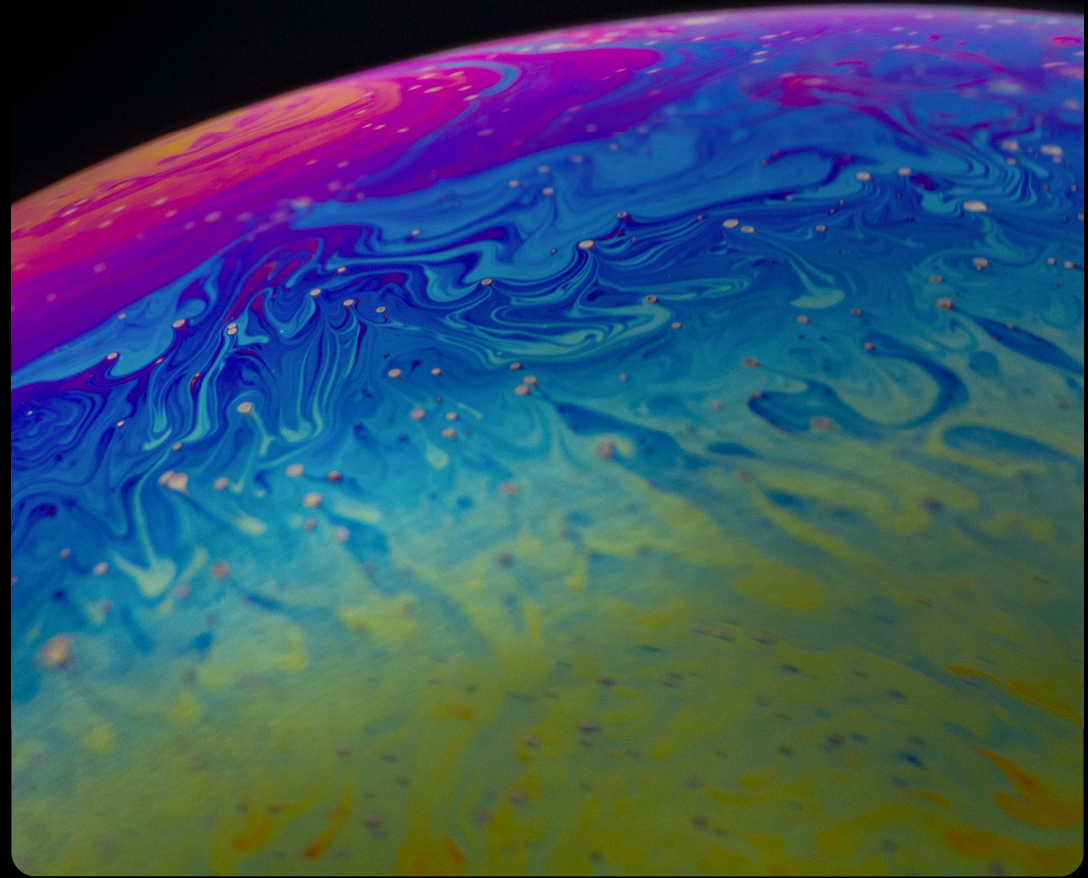
Poll:

Does your organization have an AI Strategy?

A. Yes

B. No

C. We're working on one now



Defining AI Strategy

Be strategic
Be brand-led

Banks might prioritise...

- Returns to shareholders
- Scale
- Financial resilience

A bank might use AI to drive revenue through faster conversions.

A building society might prioritise...

- Member understanding
- Long-term wellbeing
- Local impact
- Fairness

A building society might use AI to...



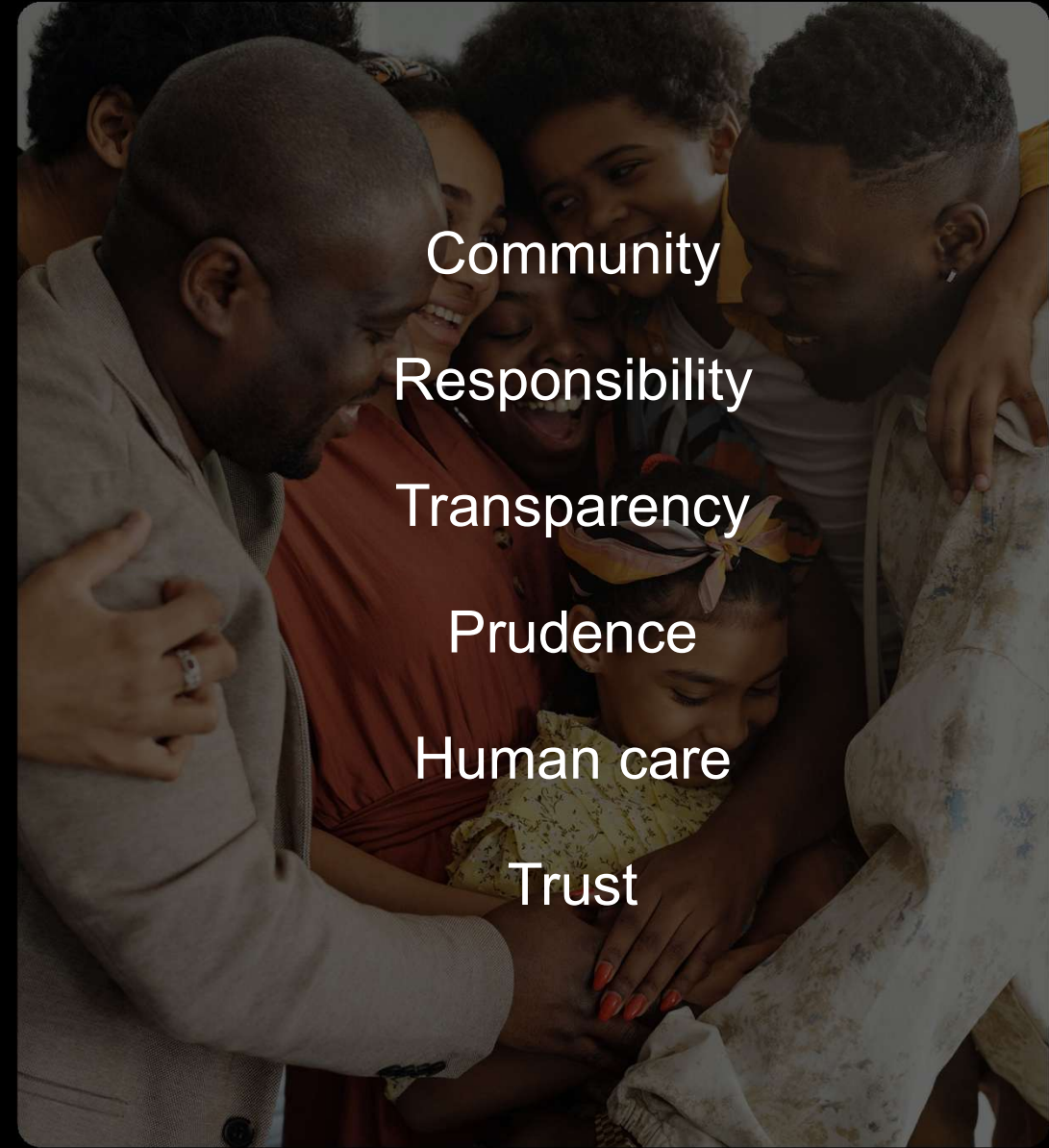
Brand defines your
values

AI must reinforce
them.

Same tech.

Different brand.

Completely different AI strategy.



Community

Responsibility

Transparency

Prudence

Human care

Trust

Example

VULNERABILITY DETECTION

“Indicators suggest the member may be experiencing **financial pressure**

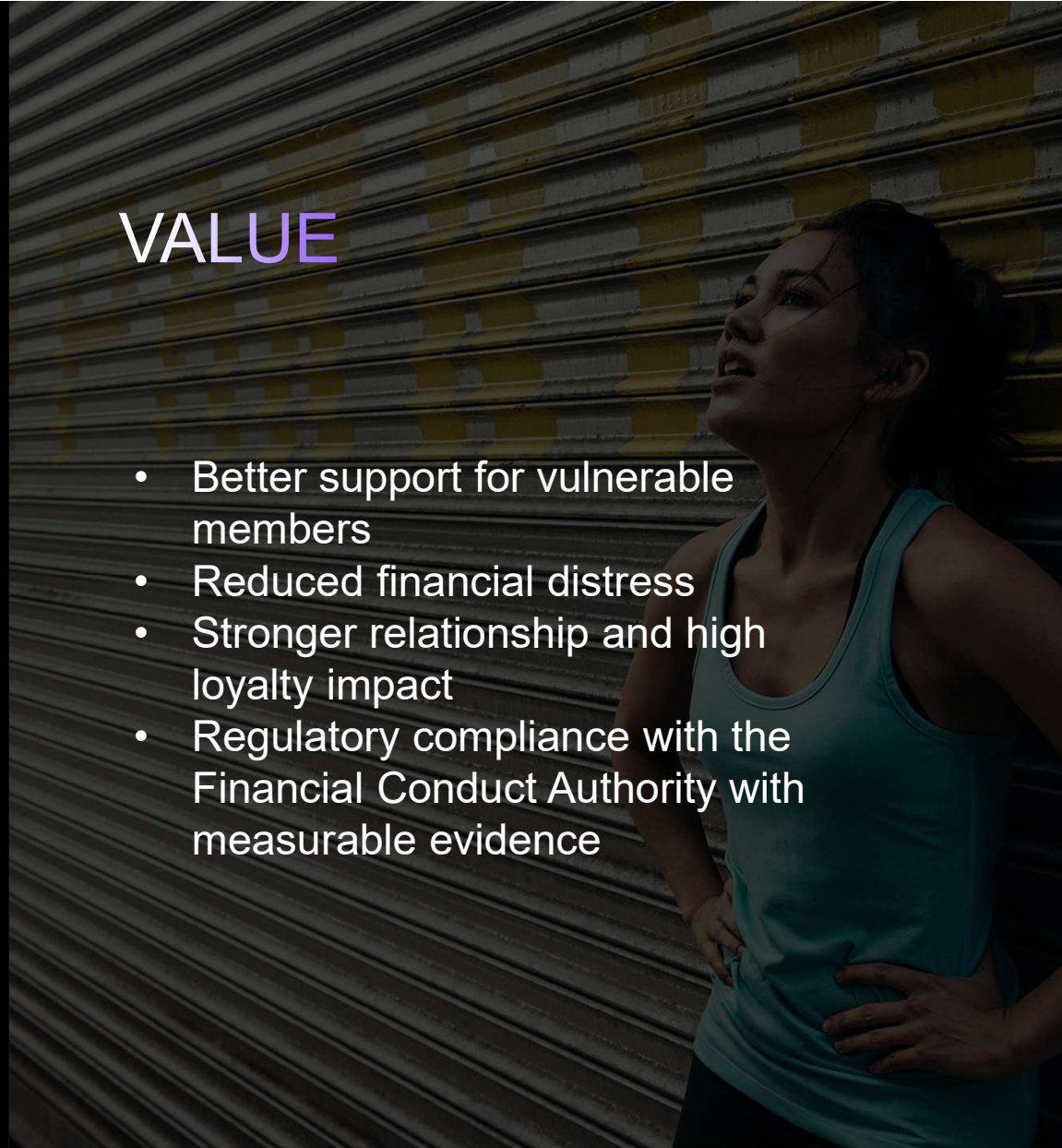
Unusual behaviours detected in the last 3 months:

- 2 missed mortgage payments
- Savings fallen by 60%
- 40% Direct Debits and standing orders unpaid

To maintain member wellbeing, **check in with the member** in a timely, empathetic way and offer supportive options.”

VALUE

- Better support for vulnerable members
- Reduced financial distress
- Stronger relationship and high loyalty impact
- Regulatory compliance with the Financial Conduct Authority with measurable evidence



Confidence in one's own ability to control one's finances is being jeopardized.

85%

People admit fear of sophisticated scammers with increased use of AI

30%

Of UK adults have been victim of financial fraud

47%

18-34 year-olds in the UK lost money to fraud or scams during the last year

Source: [financialit.net](https://www.financialit.net)

As scams become more complex, almost six in ten people (57%) appreciate banks providing additional information on safeguarding against financial fraud and scams ”

Financial IT



Avoid the Shiny AI Trap

High Revenue Potential, but Moderate Loyalty Impact

Next-best-action engine with £2M–£8M annual value

Mortgage pre-assessment with £3M–£10M annual value

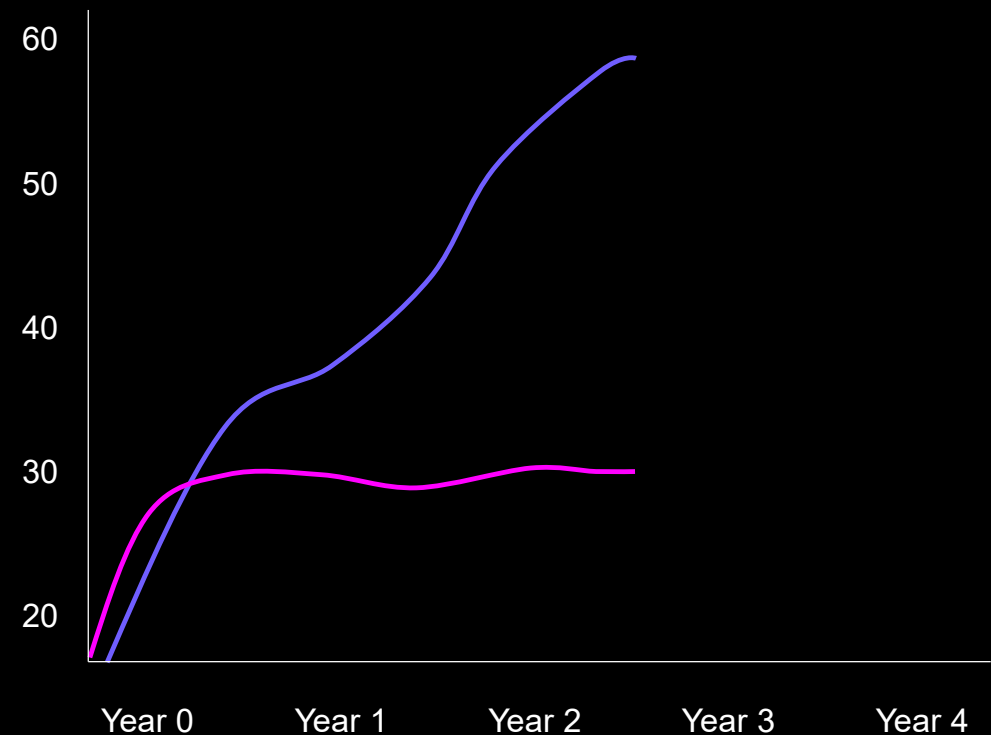
High Loyalty Impact- When Human Care is Prioritized

Vulnerability detection with £1M–£4M annual value

Financial health coach with £1M–£5M annual value

Focus on Loyalty—create
compounding financial value.

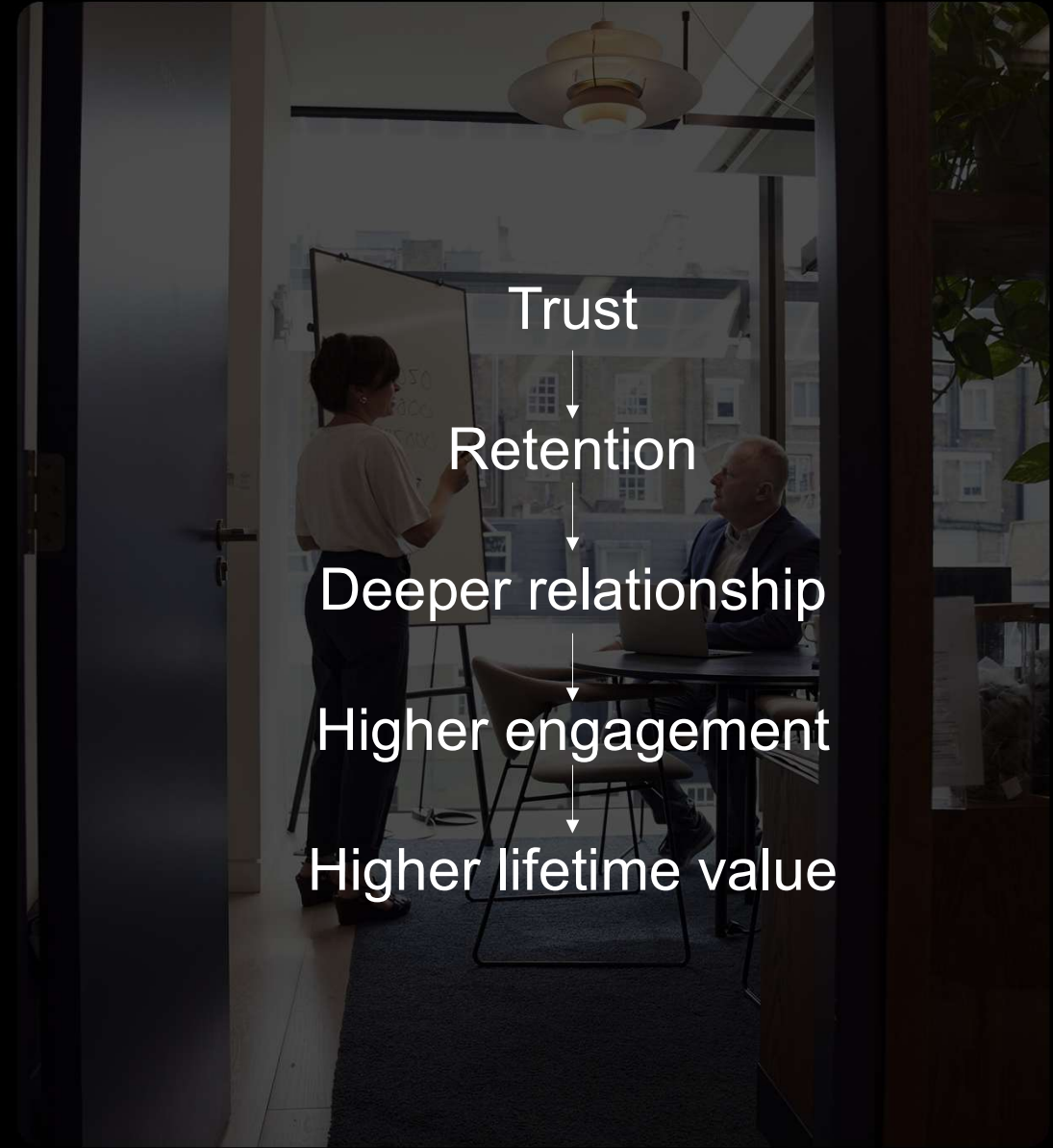
Annual Value (£M)



Why Loyalty Drives More Value Over Time

A retained member often generates:


- Mortgage interest margin
- Savings balances
- Insurance or ancillary products
- Lower acquisition cost
- Higher referral rates



Outcomes

COUNTERINTUITIVE INSIGHT

For mutual organisations like building societies, the use cases that look “less commercial” (vulnerability support, advice, service quality) often produce the largest long-term financial returns.



Brand protects you from AI theatre

Brand ensures AI strengthens your competitive identity, not dilutes it

Some AI Use Cases Drive Revenue and Loyalty



MORTGAGE RETENTION ANALYTICS

“A member’s fixed mortgage rate expires in 4 months, member has viewed competitor mortgage rates online, and recently transferred £20k savings to another bank. High likelihood of remortgage switching. Recommend proactive retention offer.”



OUTCOMES

- retain mortgage members
- protect lending revenue
- reduce refinancing churn



ESTIMATED FINANCIAL IMPACT

- Typical societies lose 10–20% of mortgages at renewal
- Improved retention by 3–8% can lead to £5M–£15M retained interest margin



TOTAL VALUE

- Often the single highest ROI use case
- Loyalty Impact Rating: Very High

Getting Started

Clarify

the roles of AI and
humans

Focus

on strengthening your
brand

Create

a 360° view as the
foundation for all
engagement

Preserve the Human–AI Boundary in a Value-Led Way

HUMANS

- difficult affordability conversations
- emotional mortgage decisions
- support for vulnerable members



AI

- translating complex information
- surfacing options
- explaining trade-offs
- highlighting risks
- predicting scenarios





“If rates go up by 1%, this is what it means for your monthly budget and here’s what usually surprises people.”

Use AI to enhance your brand

Mortgage & savings products are becoming more complex, not less.

Members feel:

- Under-informed
- Anxious about “getting it wrong”
- Suspicious of automated decisions

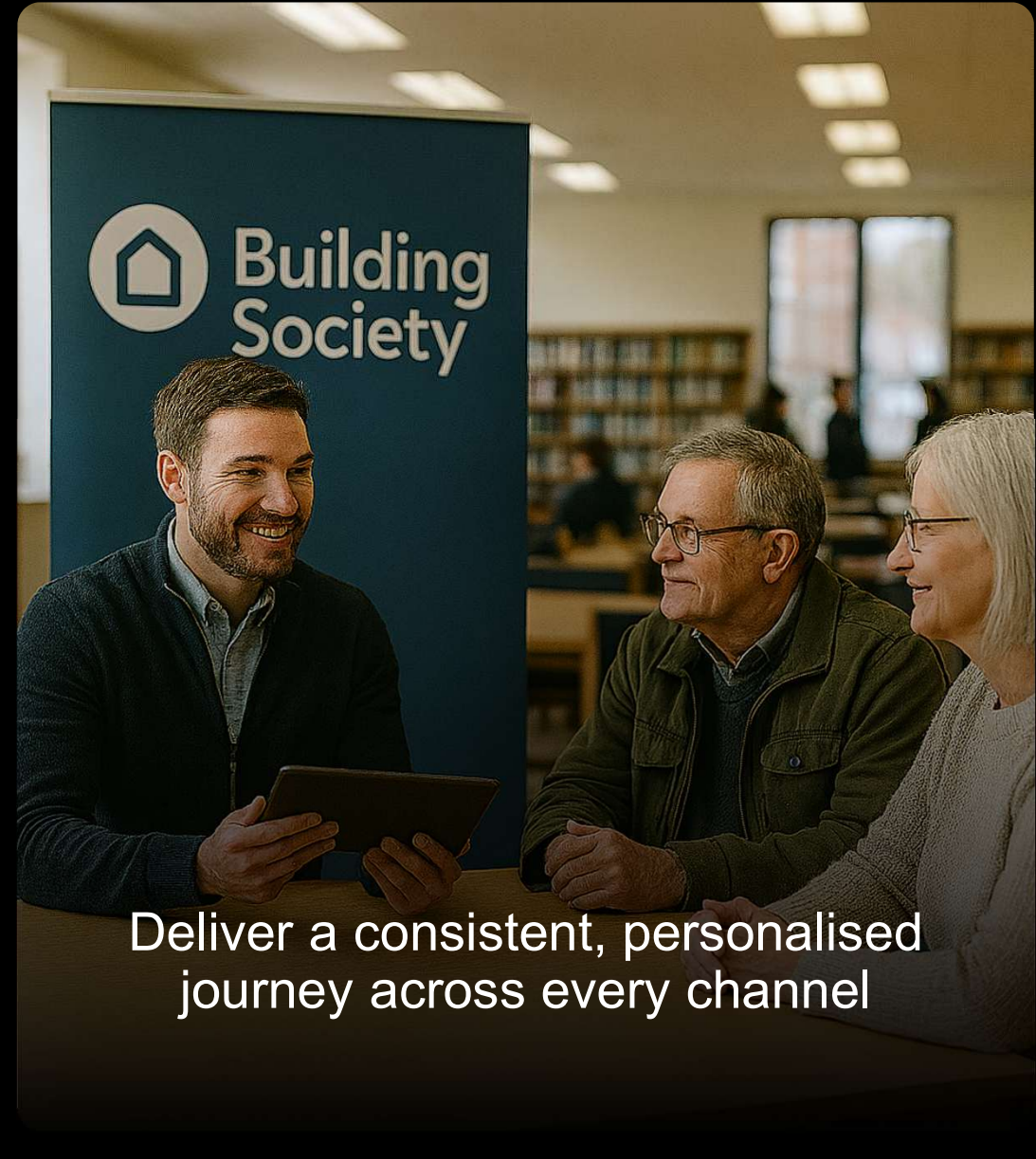
Staff spend huge effort explaining, not deciding.

AI can convert:

- Mortgage terms into everyday language
- Rate scenarios into lived outcomes

A 360° View underpins your advantage

- Member profile data
- Transaction history
- Engagement history
- Credit risk scores
- Support tickets
- Product holdings
- Behavioral analytics
- ...



Deliver a consistent, personalised journey across every channel

Data from Everywhere

A Customer 360 platform aims to consolidate all information about a member across all channels and systems.

SOURCE SYSTEM	DATA
Core banking	Account balances, transactions
Digital Channel (e.g., Member App, social media)	Contact history, information requests & views, user behaviour & sentiment
CRM	Contact history, service requests
Credit bureaus	Credit score, risk attributes
Marketing platforms	Campaign engagement
Fraud systems	Suspicious activity signals
Data warehouse	Segmentation & analytics

What Open Banking Adds

Open Banking data shifts a 360° View from profile to understanding.

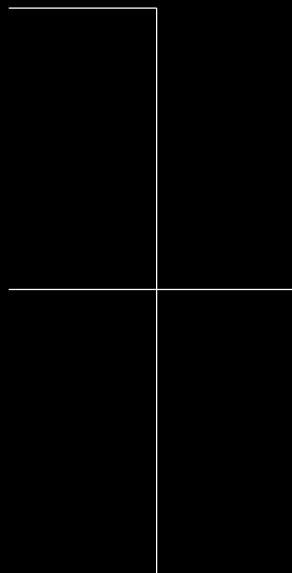
SOURCE SYSTEM	OPEN BANKING DATA
Core banking	View of the whole financial position, not just “with us”
Digital Channel (e.g., Member App, social media)	View of the whole financial position for Members
CRM	Context for why members contact you (money stress, switching intent)
Credit bureaus	Real-time behavioural signals vs static, lagged scores
Marketing platforms	Hyper-relevant engagement based on actual spend and lifecycle stage
Fraud systems	Cross-bank anomaly detection and mule-account indicators
Data warehouse	External enrichment driving better segmentation and AI models

Without a 360° View
it is difficult to:

Detect Patterns

Act in Real Time

Personalise Journeys



Connect the full
financial relationship

Closing Thoughts

Strategy-Driven

AI without strategy is drift

Brand-Led

Focus where loyalty compounds

People-First

Translate complexity & convert data into confidence

Join us for SBS Connect London



