



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

NatWest Makes The Leap To Next Best Experiences

Natalie Murray

Decisioning Delivery & Product Lead, NatWest Group



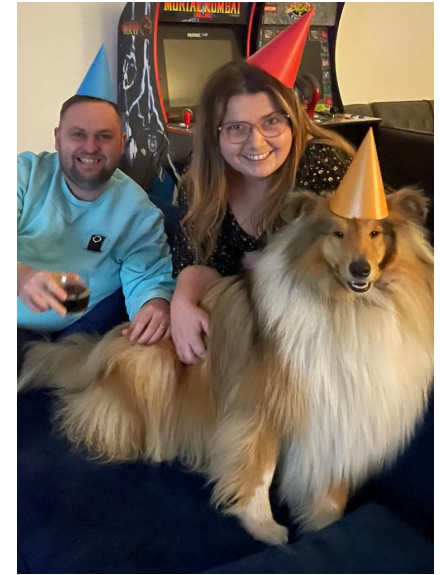
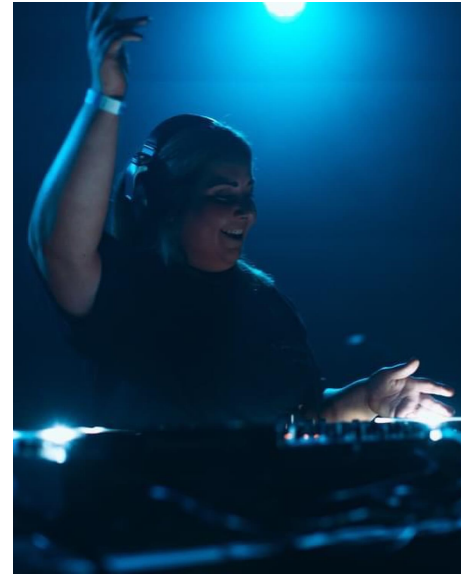
Natalie Murray

NatWest

Decisioning Delivery & Product Lead



- 13+ years of data and analytics experience across Media, Telecoms & UK Financial Services
- Responsible at NatWest for delivering transformational change on the decisioning platform
- NatWest's journey to customer-centricity powered by data and analytics
- I'm part of the one bank team to help scale and deepen personalised engagement for NatWest's customers



NatWest Group

Who Are We?

- Founded in 1727; 297 years ago
- Formerly known as The Royal Bank of Scotland Group
- Subsidiaries include Coutts, Ulster Bank, RBS International
- Big Four UK Banks
- 19 million customers
- Main business lines of personal banking, small business banking, and commercial and private wealth customers.

Purpose Led

- We champion potential, helping people, families, and businesses to thrive
- Key growth areas to amplify our strategy
 - Delivering personalised solutions throughout customers' lifecycles - every customer is an individual





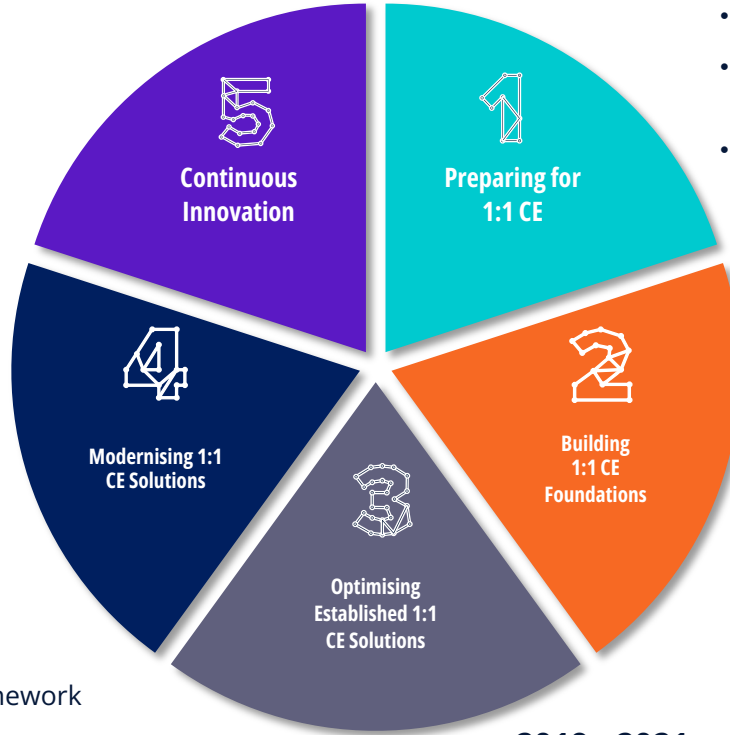
“Next best action for us is the next conversation to have with the customer... deciding which conversation to surface to which customer and which channel at the right time.”

Fiona Kirk, Head of Analytics & Customer Decisioning, NatWest

- 60% of customer needs met by Pega
- >3.6B interactions personalized per year
- 37 customer touchpoints connected
- >6,500 always-on next best conversations
- New actions launched every week



The Customer Decisioning Lifecycle



What's Next

- Pega Infinity
- One bank data capability
- Adoption of additional Pega decisioning features
- Decisioning data products
- Scaling customer engagement
- Personalisation & federation

2021 - Now

- Adopted NBA-Designer framework
- Adopted 1:1 operations manager
- Expanded our use of data streaming capability

2015

- Built the platform
- Started to source the data required
- Adopted an accelerator framework for decisioning data

2016 - 2018

- Connected the first channels for Retail banking
- Built up our new batch Pega data store
- Used data loads for event and model data

2019 - 2021

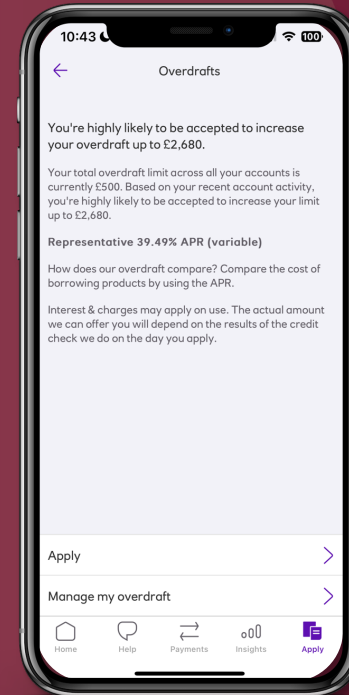
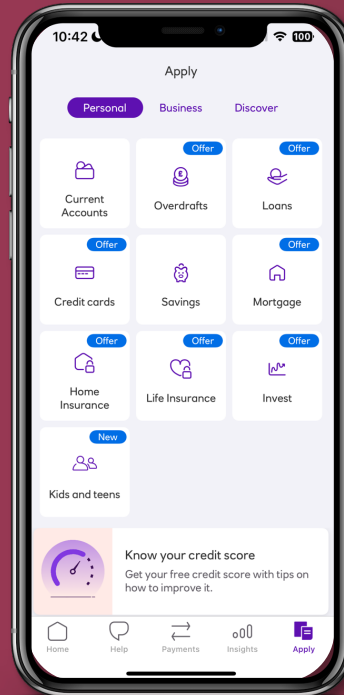
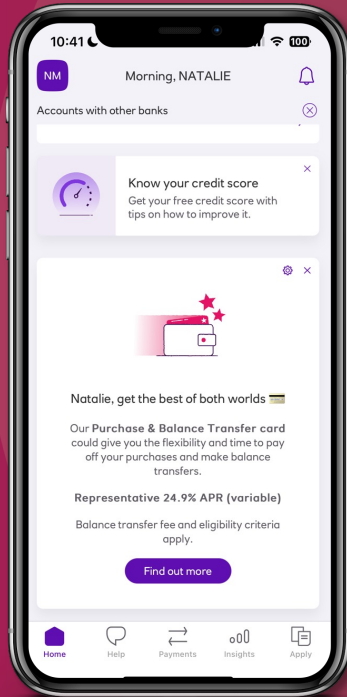
- Expanded into Commercial & Wealth
- Added more customer touch points
- Built new data streaming capability

NatWest's Always On Brain

Unifying 3 franchises, 37 touchpoints, >6,500 next best actions for 17m customers



What Our Customer Sees



NatWest Group



Driven by Data

Continuous
Innovation

Over 1000 Data Attributes

Personal • Product Holdings • Transactions •
Contact • Portfolio • Channel

Data Sourcing

Automated batch • Semi-automated data loads
• Real time data

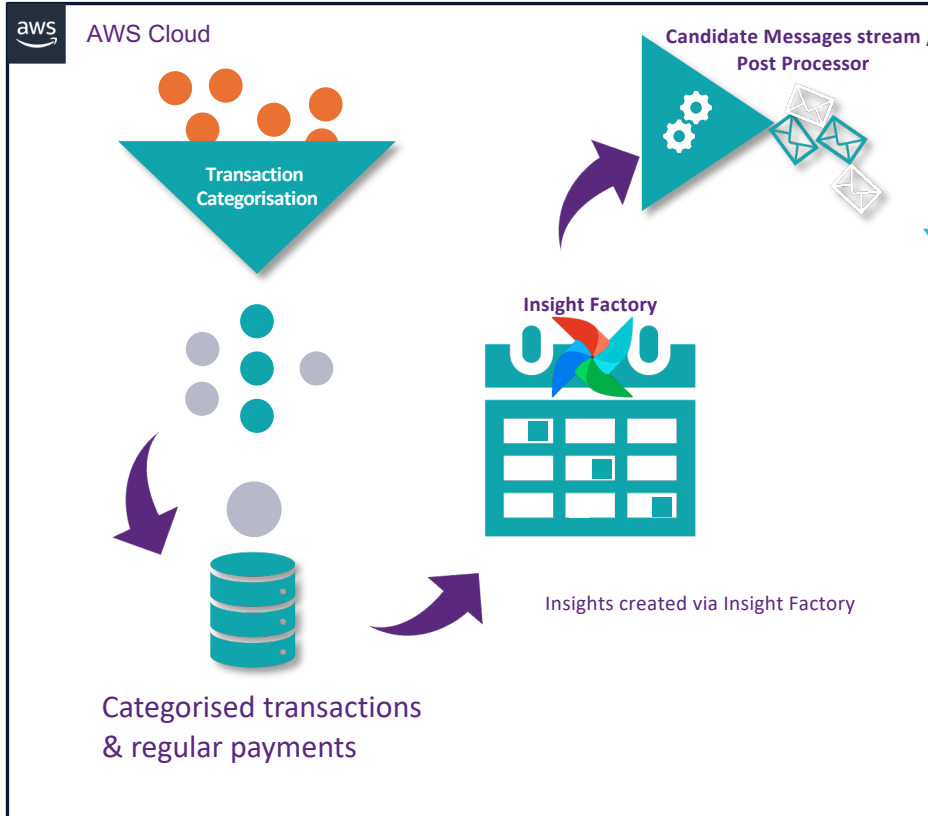
Power of Pega

Adaptive & predictive models • Interaction
history

- **Data insights**
- **Actionable real time events**
- **Customer Data Platform**
- **Gen AI**



Creating Customer Insights to Drive Customer Engagement and Promote Financial Wellbeing



PEGA Customer Decision Hub




Multi media subscriptions

Just for you View all ≡

Ways to cut back New ×

You could save **£101** a year by cancelling one of your three music subscriptions.



Review transactions

Purpose of campaign

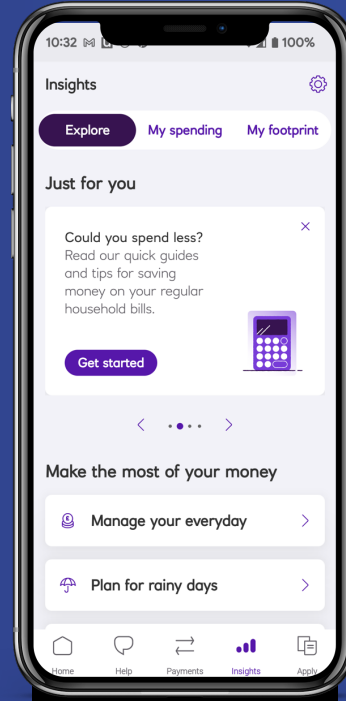
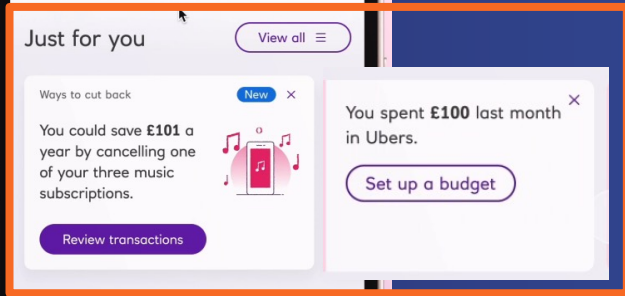
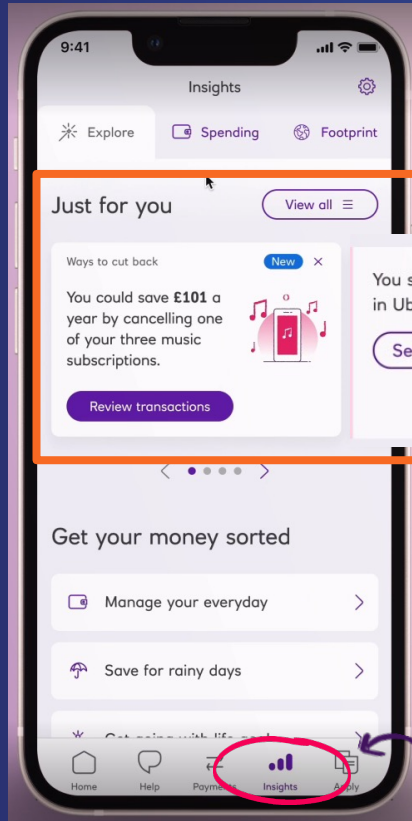
Increase customers financial capability by reminding them to cancel any media packages they don't use, ensuring they aren't paying more than they need to.

Customer benefit

Average saving of £101 per customer who interacts with the prompt and re-evaluated their subscription payment

Customer Touchpoint

The New Hub Is Accessed Via Our Mobile App By Clicking On The 'Insights' Icon



Insights

The Future Of Next Best Experiences at NatWest



Digitization of Customer Journeys



Increasingly Prefer
**Digital &
Self-Service**



Expect Engagement That's
**Personalized &
Relevant**



Demand Two-Way
**Relationships
And Partnership**



Won't Tolerate
**Creepy Brand
Behavior**

Data & MarTech Advancements



**Next-Gen Data
Architecture For
Real-Time Decisioning**



**Expansion Of
Channels &
Touchpoints**



**Scaling
Engagement
Messaging**



**Always-On
People
Enablement**

Adaptive Hyper Personalization



Impact Of New
AI Hype Cycle



Decisioning
Impact On
Employees



Governance and
Compliance



North Star Of
Next Best
Experiences

Key Takeaways

- This is an investment in the future
- The path can be difficult at times
- It is very rewarding to colleagues and customers
- There are many opportunities on how to best use the capability for your business needs, one size does not fit all



Questions?





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