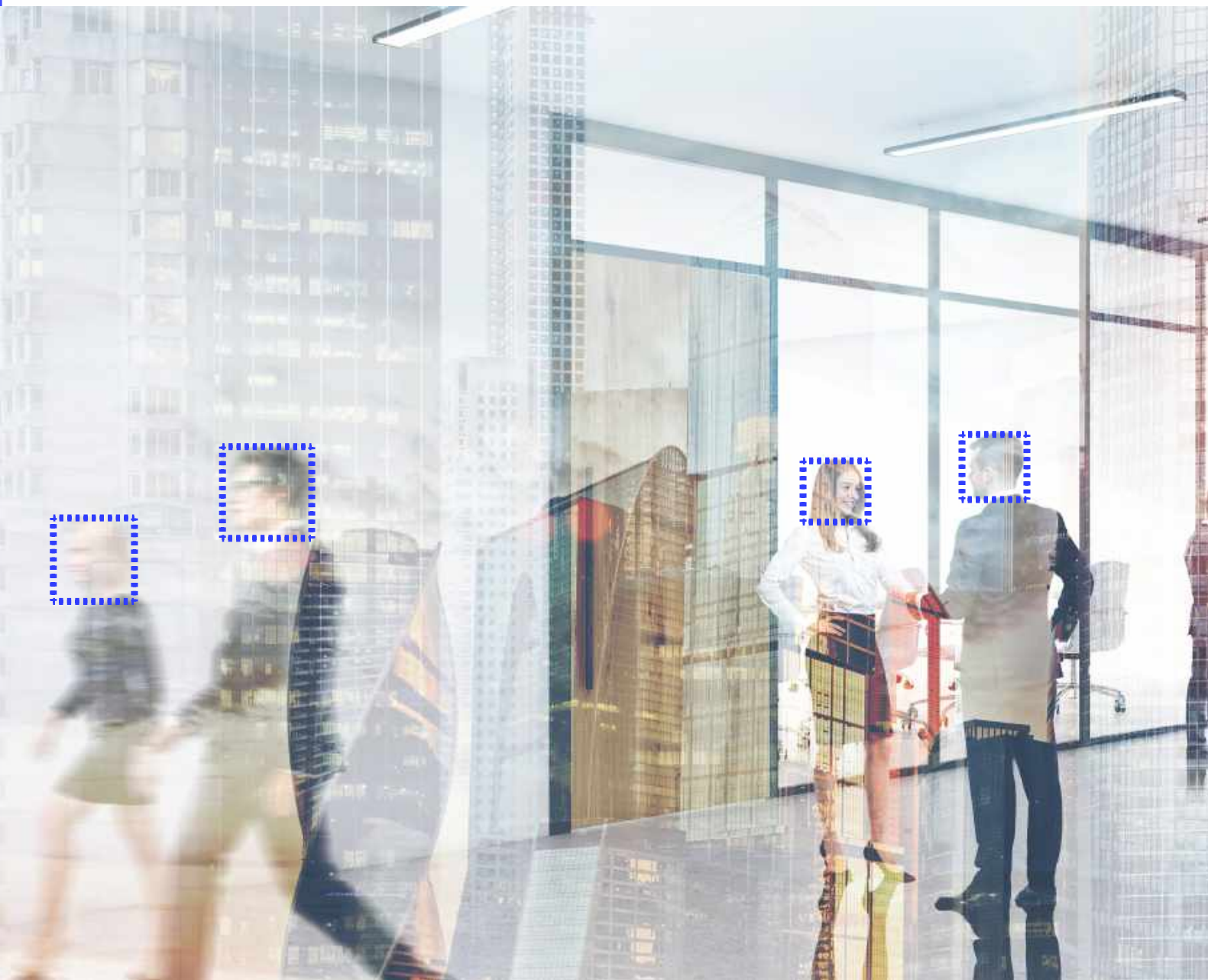


## Know Your Customer better with Computer Vision

- ✓ **Reduce fraud costs** by authenticating clients with facial data
- ✓ **Grow customer revenue** by up-selling and cross-selling products
- ✓ **Increase customer lifetime value** by reducing churn



## Reduce the complexity of managing your operations with Custom Facial Recognition

### Ready to get started?

Request a demo at [clarifai.com/contact](https://clarifai.com/contact)

# 4x

Increase in employee productivity

# 80%

Reduction in cycle time to onboard

## Drive efficiencies across the customer experience

### Reduce in-branch and ATM fraud

Use custom facial recognition (CFR) to authenticate identities of account owners and new customers. Receive real-time alerts when people of interest conduct fraudulent transactions.

### Drive customer revenue

Use computer vision to understand customer demographics to roll out targeted marketing, adjust product mix and drive member engagement programs. Proactively identify customers entering the branch for upselling and cross-selling opportunities.

### Improve the customer journey

Use computer vision to notify branch managers with real-time alerts when more tellers are needed to reduce line volumes. Use sentiment analysis to improve teller processes and identify training opportunities for better service.

# Reduce time, cost and complexity of running your institution with Computer Vision AI

## PROBLEM

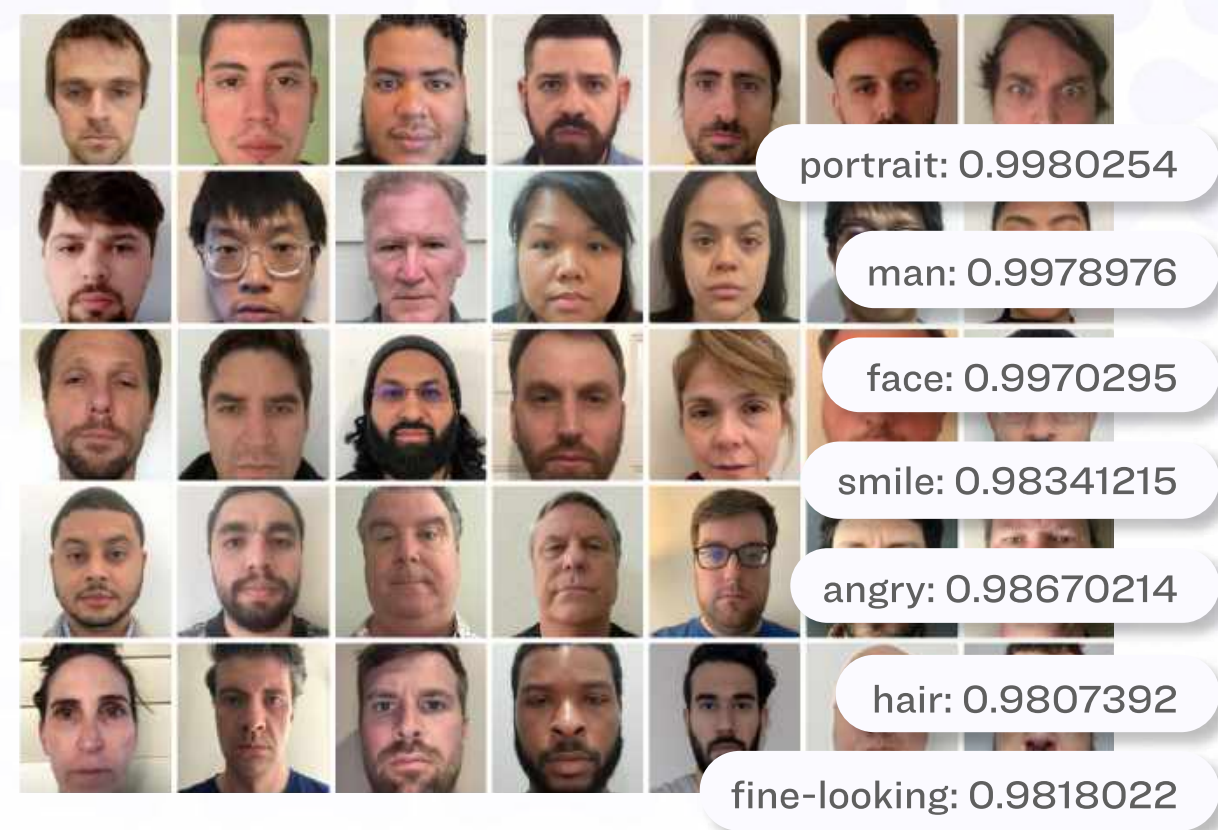
How well do you know your clients? Are you aware when a fraudulent customer opens an account? Do you know when people are unhappy with the branch service level? Do you know which customers offer cross-selling and upselling opportunities?

## SOLUTION

Implementing computer vision for KYC processes helps answer these questions. CFR augments your existing screening processes to increase operational efficiency and support your model explainability to regulators. Computer vision identifies customer emotions and behavior to deliver actionable insights for personalizing banking products across multiple channels. Also, reducing the time, cost and complexity of running your institution; while supporting your compliance strategy.

“A pioneer in deep learning-based computer vision, Clarifai can tackle near-real-time visual search, facial recognition use cases, and deployment in the most secure, air-gapped environments that nearly all other vendors can’t match.”

[The Forrester New Wave™: Computer Vision Platforms, Q4 2019](#)



## Natural language processing

Increase the value of your unstructured text data with:

### Text moderation

Protect your users from toxic, obscene, racist or threatening language with content moderation.

### Smart reply

Suggest quick responses for chatbots, emails or other conversational clients.

### Sentiment analysis

Assign a sentiment value to text documents (negative, positive or neutral).

### Topic analysis

Classify documents into a predetermined set of topics or themes.

## WHY CLARIFAI

Clarifai is the leading independent platform for computer vision and artificial intelligence. We provide an enterprise-level, end-to-end AI lifecycle solution. Our award-winning platform, helps organizations worldwide gain insights and better leverage their image, video and text data. Our platform uses deep learning to tackle visual search and facial recognition use cases in the most secure environments. Our award-winning technology team has built an easy-to-use UI to build and train classification and detection models. Customers worldwide trust Clarifai to gain valuable insights from their images, videos and documents. For more information visit [clarifai.com](https://clarifai.com).