

**SEB**

A **leading** Nordic bank, headquartered in Stockholm

Serving more than **4 million** customers

**Results:**

**93%** Intent Recognition for internal queries

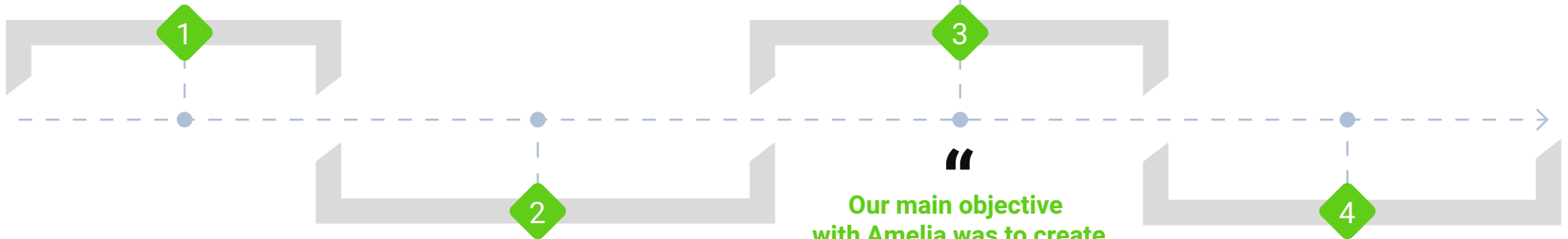
Provides support for **15,000** employees

Rated good or very good by **91%** of staffers

Handles **300** customer calls per day

**24/7/365** support for staff and customers

Employees freed from repetitive low-value tasks



**Amelia Goes to Work**

**2016:** SEB implemented Amelia, renamed Aida, as the **first line of contact** for IT support

Password Resets, Network Connectivity, Ordering Supplies

Aida was also deployed for **retail banking customer service**

Account Information, Booking Meetings

**“Our main objective with Amelia was to create a brand new channel where customers could have their inquiries resolved as quickly and effectively as possible on their own time.”**

Nicolas Moch,  
Head of Information,  
Architecture and Strategy,  
SEB

**Future**

SEB has deployed Aida as an **HR associate**, a **credit card advisor**, and as a **life insurance agent**