

BMW
GROUP

Financial Services



ROLLS-ROYCE
MOTOR CARS LTD

AI@BMW FINANCIAL SERVICES.

QORUS-CVA HARNESSING AI AND DIGITAL INNOVATION TO DRIVE THE FUTURE OF AUTOMOTIVE INDUSTRY

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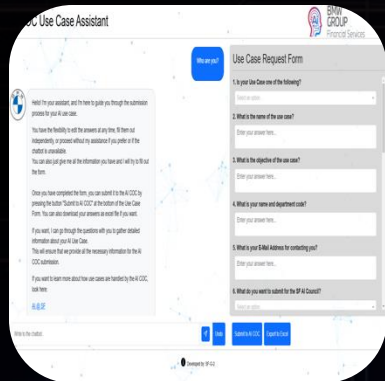
WE HAD OUR FUN, NOW ITS TIME TO GENERATE VALUE



IN 2024 WE PROVIDED STRUCTURE TO OUR AI EFFORT.

Use Case Ideation,

incl. detailed
requirement
description and benefit
estimation



Prioritization,

incl. review regarding
profitability,
dependencies, risk and
compliance.



Development,

coordinated by
AI COC



Integration
in existing IT
environment,



NOW WE AIM FOR GLOBALLY SCALABLE SOLUTIONS TO GENERATE VALUE FAST AND SUSTAINABLE.

Classical Artificial Intelligence



Fraud Prediction

- Indicator-based determination of probability of fraud
- Support for human analysis through explanatory functions



Customer Retention Prediction

- Predicting the likelihood of customer retention based on customer and contract data
- Enabling the prioritization and optimization of loyalty measures for customers at the end of their contracts



Payment Prediction

- Predicting customer behavior regarding payments
- Supporting the dunning process and debt recovery

Generative Artificial Intelligence



Automation of Customer Interactions

- Customer-friendly self-service
- Support for call center agents (call categorization, call summary etc.)
- 'Chatbots': 24/7 response to customer inquiries
- Analysis of customer feedback



Automated Text Processing



- Automatic processing of unstructured text files such as emails or web forms
- Assignment to the correct processor
- Creation of summaries and response suggestions



Chat with Documents, Databases, and IT Systems

- Connects a chatbot with a database or an IT system
- Enables natural conversations by basing responses on information from internal documents or databases



Increase in business results



Enhancement of productivity



Reduction of risk costs



Improvement of customer perception and quality

„STANDARD AI SOLUTIONS“ ARE DEVELOPED TO COVER APPROX. 80 - 90% OF EXPECTED USE CASES, INDICATING HIGH FUTURE SCALING POTENTIAL.

