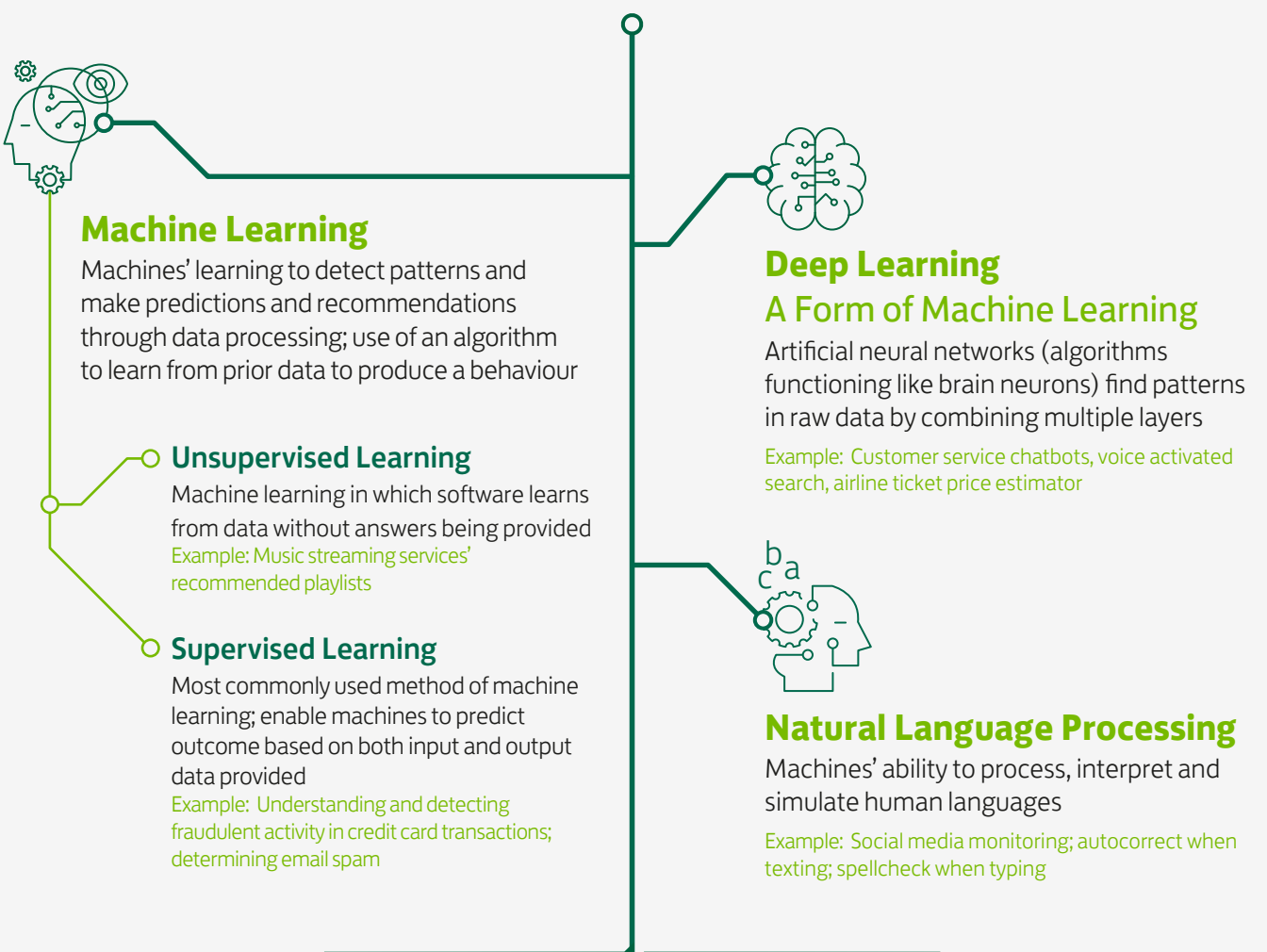
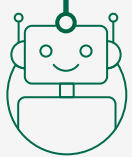


Artificial Intelligence

Ability for a computer or machine to think and learn like humans



How can AI Benefit Merchants?



Chatbots

Virtual Assistants allow for personalised customer experience; can resolve problems for customers seamlessly, including repetitive queries; voice-enabled payment systems



Fraud Detection

Reduction in false declines, which account for as much as \$145.9b a year (Ethoca)



Customer Relationship Management (CRM)

Predictive analytics: Help banks identify patterns in customer data to help personalize customer experience, help merchants make tailored product recommendations



Spending on AI and Machine Learning is forecast to reach **\$57.6bn** by 2021 – an almost five-fold increase on 2017

Source: International Data Corporation



Machine Learning accounted for nearly **60%** of investment in AI in 2016

Source: McKinsey Global Institute



Online retailers lose **8%** of their annual revenue to fraud on average

Source: Javelin Strategy & Research