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NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

PRT303

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The digital transformation journey: Santander UK

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Change the Transformation Trajectory for Cost Reduction and Growth



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Introduction





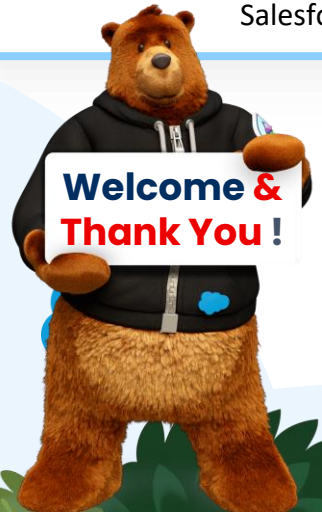
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Santander UK

Our purpose is to help people and businesses prosper

o We help our customers at moments that matter most

o We champion British businesses and help them to grow sustainably

o Our customer focus helps us to develop more loyal and lasting relationships

18,000 employees
14 million active customers
449 branches across the UK
3rd largest mortgage provider
UK’s 5th largest commercial lender
7 million digital customers
68% digital mortgage retention



Santander

Future of Banking: Traditional vs. Next-Generation Banking

Pre- and post-pandemic things have changed beyond all recognition

Digital

Younger generations prefer internet banking; reports of fraudulent transactions are increasing

Human

Without sufficient checks, customers are taking on unsustainable debt and more likely to buy now and pay later

Physical

ATM and branches are closing but the population is aging, less digital-savvy, and more financially vulnerable

Banking Challenges

The Human and Digital Bank of the Future

Consolidation

New Capabilities

Digital bank with a human touch!

Optimization

Build an Ecosystem



The Era of Digital Disruption

Business Applications and Tools

CRM | Business Apps | Productivity Suite | Collaboration | Telephony | Developer Tools | Analytics Tools

Companies Are Accelerating Digital Transformation

Need one, secure, scalable, and connected ecosystem





Public Cloud Infrastructure (Hyperforce)

AWS Partnership

Salesforce’s AWS Partnership allows different possibilities and trajectories for growth



“With this partnership (Salesforce), we are significantly simplifying developers’ lives and empowering them to develop applications however they want, from wherever they want globally, at any scale.”

Andy Jassy
CEO, AMAZON WEB SERVICES

“This is a milestone Partnership for the technology industry, and one that will enable our customers to experience an even more powerful Salesforce Customer 360 and achieve a new level of success in their business”

Marc Benioff
CHAIR AND CEO, SALESFORCE

Customers Transform with Salesforce and AWS

Data and Security

Unified Developer Experience

Empowers businesses to integrate data in the cloud

Big Data Analytics and Insights

Tableau + AWS Redshift, Amazon Aurora, Amazon Athena, Amazon EMR, and Amazon DocumentDB

Salesforce CDP and Amazon S3 connector

Securely Connected Platforms

Private Connect and Amazon AppFlow

Integration Platform

Pre-built connectors from MuleSoft and AWS



Intelligent Applications

Virtual Care Solution

AWS services pre-integrated into Salesforce Apps for faster deployment

Available Winter '23

Contact Center Transformation

Service Cloud Voice and Amazon Connect for Service and Sales

Intelligent Document Automation

Salesforce Industry Clouds and Amazon Textract

Salesforce Feedback Management

Public Sector

Government Cloud Plus and FedRAMP High P-ATO

GovSlack

Joint Learning Initiatives

The Foundation of Santander's Transformation Journey

Cloud Contact Centre – UK Platform with Service Cloud Voice

Analytics

Real-time data analysis across multiple sources such as IoT, Amazon Athena, Amazon DynamoDB, Amazon S3

Martech

Bring additional customer attributes to a unified profile from various AWS data sources before ingestion into CDP/MC

Integrated Offerings

Service Cloud Voice, industry solutions; solutions that Salesforce and AWS bring to market together

Customer-Driven Innovation

Unified developer experience, Private Connect, virtualization, MuleSoft, microservices; offload complex algorithms to optimize IT/LOB tech

AI/ML

Utilize AWS AI/ML models interconnected with Salesforce solutions



Cloud Contact Center: Value Realization

Our Transformation to Compassionate Care – Pilot



- Deployed in 5 months to 100+ agents
- Deliver connected and personalized experiences
- Service Cloud Voice + Amazon Connect
- Increase in agent productivity
- Unified supervision and reporting



Service Cloud Voice with Amazon Connect

Digital Voice

Deploy Agile Cloud Telephony

Provide flexible phone support from home or the office alongside CRM and digital channels

Resolve Calls Faster with Intelligent Process Automation

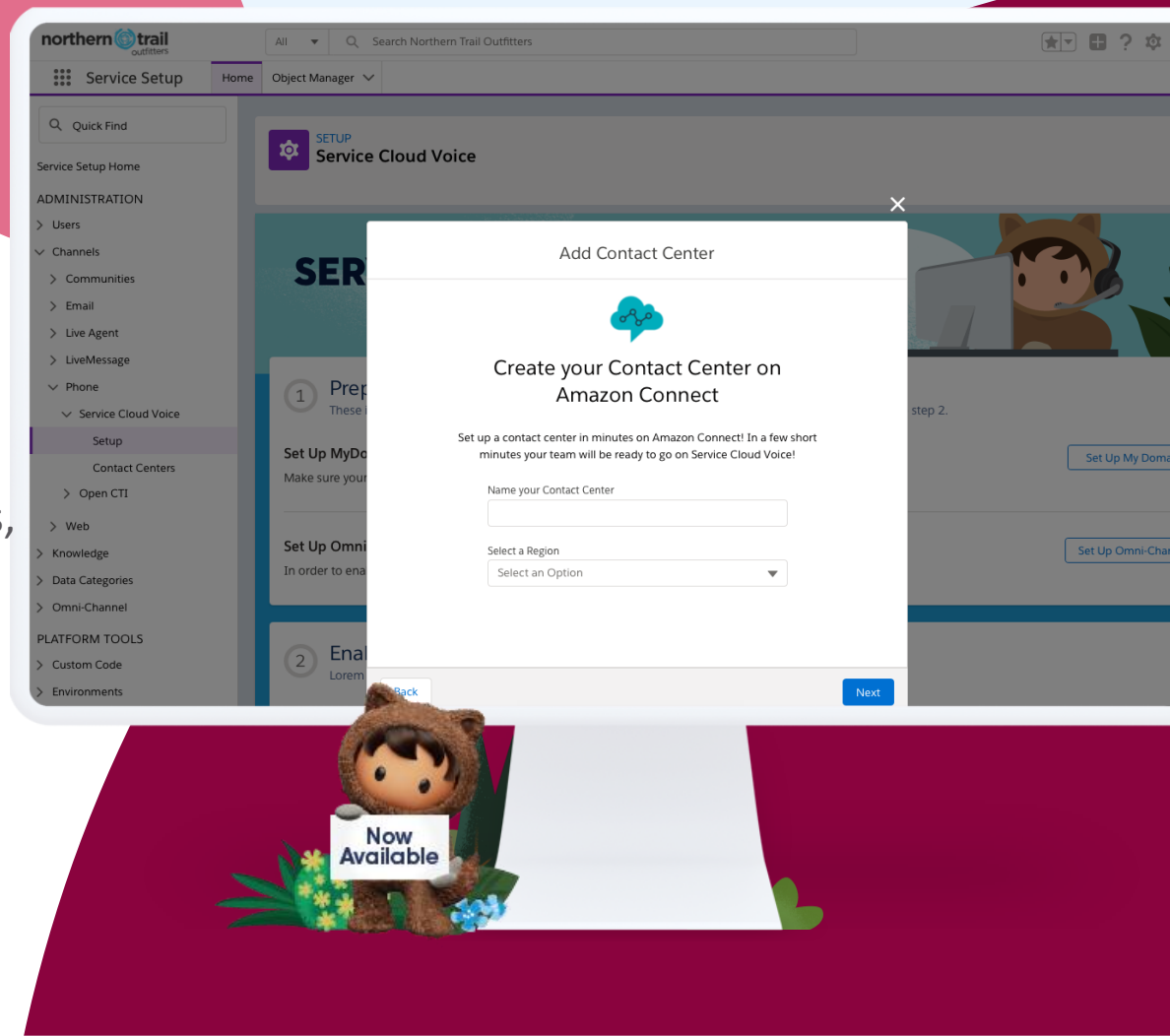
Use real-time call transcripts to unlock AI-powered recommendations and initiate workflows

Build Loyalty in Every Phone Conversation

Deliver personalized service by giving agents visibility across sales, service, marketing, and commerce

Supervise Teams in Real Time from Anywhere

Empower supervisors to view calls in real time for training, onboarding, and post-call insights



What's next on the Santander transformation journey?

Unification of platforms, maximize use, CDP and AI/ML

Analytics

Real-time data analysis across multiple sources such as IoT, Amazon Athena, Amazon DynamoDB, Amazon S3

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Integrated Offerings

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Customer-Driven Innovation

Unified developer experience, Private Connect, virtualization, MuleSoft, microservices; offload complex algorithms to optimize IT/LOB tech

AI/ML

Use AWS AI/ML models interconnected with Salesforce solutions



Salesforce Private Connect

Securely integrate Salesforce and AWS

Keep Communications Private

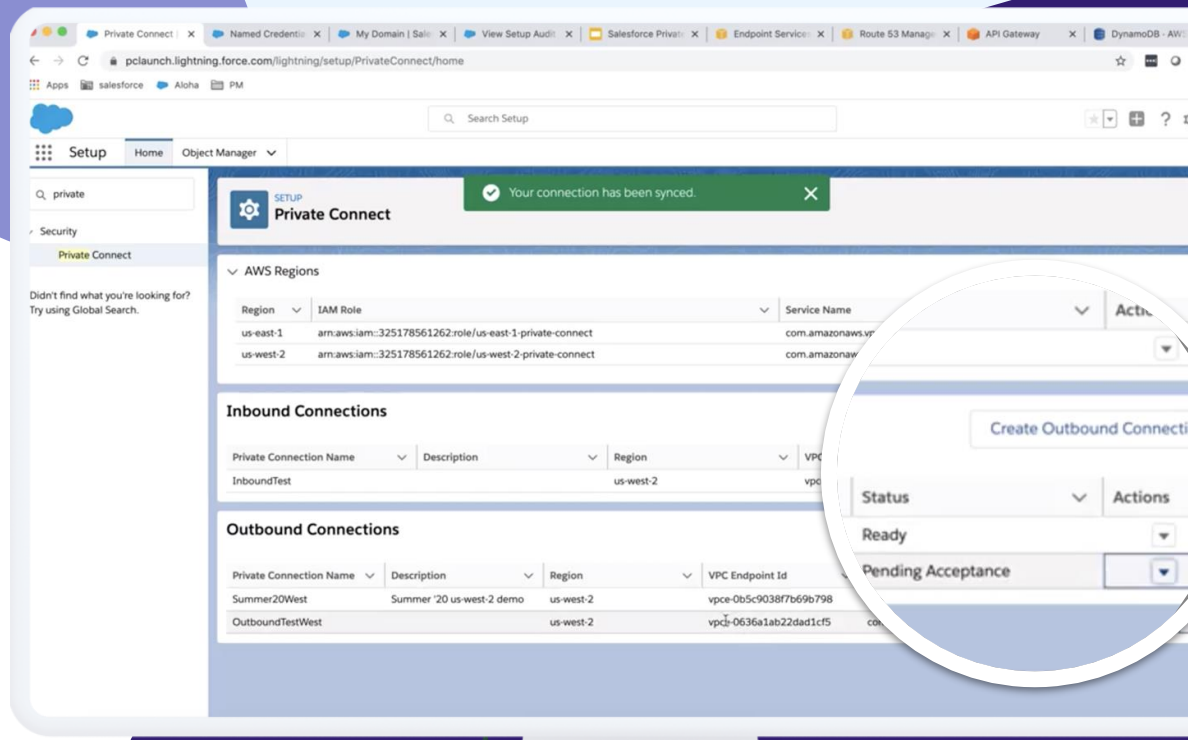
Bi-directional connection between Salesforce and AWS without exposure to the public internet

Utilize Salesforce Enterprise Security

Salesforce-managed end-to-end connections and streamlined access controls

Improve Productivity

Simplified setup, configuration, and maintenance for developers or admins



Salesforce CDP

Make every marketing moment smarter

Know Your Customer

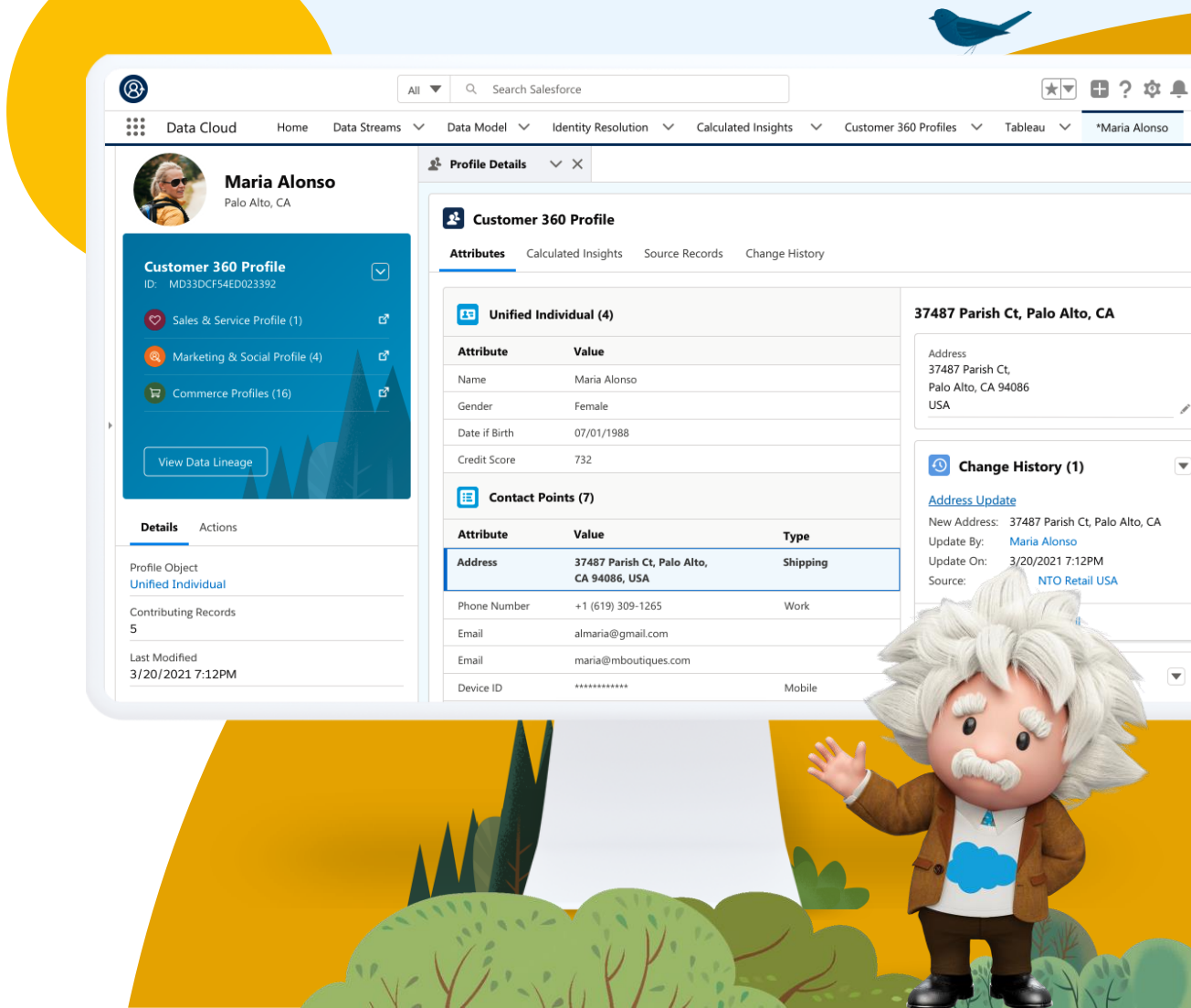
Connect to and ingest data from all of your data sources to build a unified customer profile.

Segment Readily

Easily segment audiences based on granular contact and event-level data, or computed attributes from an Amazon S3 bucket.

Connect across the Customer 360

Backed by capabilities from MuleSoft, Dataroma, and Tableau, and connected to all the systems of engagement with the Salesforce Customer 360.



Integrate Amazon SageMaker with Salesforce as Decision Engine

Decouple human interaction from the process

Credit Scoring Use Case

Classify **credit applications** and predict whether the **credit conditions** are **eligible** for a **customer** (often called a **credit default**)



Fraud Detection Use Case

Detect malicious users and **transactions** and create models for fraud detection that are **dynamic**, **self-improving** and **maintainable**.



Personalized Recommendations Use Case

Use the **Customer 360 data** to build machine learning models to **target** customers that are more **likely** to **convert** with **promotions**.



How Will That Work? AI/ML – Credit Scoring Pattern

AWS ML used to score credit applications submitted through Salesforce



Salesforce

In-Process Credit Application

Credit Decision

Agent Console

Next Best Action

CDP

etc.

Marketing Segmentation

Credit Decision



AWS

Credit Decision Model

Amazon Rekognition

Amazon Polly

Amazon Transcribe

Amazon Lex

Amazon Comprehend

Amazon Connect Contact Lens

Amazon Translate

Amazon Textract

Amazon Kendra

Amazon Personalize

Amazon Forecast

Amazon Fraud Detector

Model Training Data



Introducing Salesforce Genie

Drive hyper-personalization

Open Data Access

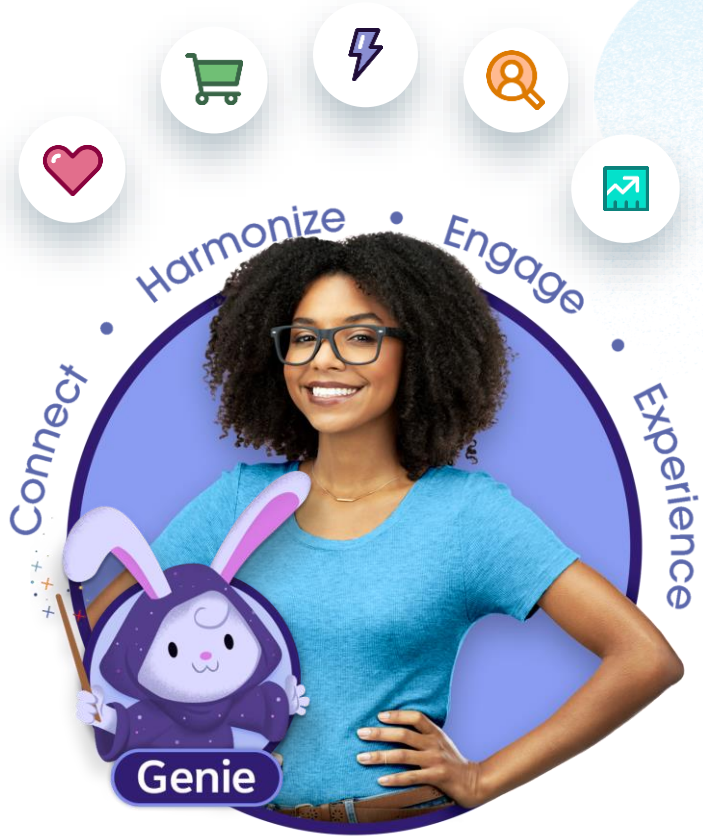
Announced at Dreamforce

Snowflake

Bring your own AI

Announced at Dreamforce

Amazon SageMaker



First-Party Advertising

Announced at Dreamforce

Facebook & Instagram Ads

Google Ads

Amazon Ads

The partnership enables us to grow and transform

Adopt standards and stop building custom applications and integrations



Transformation

We use Salesforce with AWS to transform the Contact Center and the way we engage with our customers (attract and retain them)



Holistic Platform

Helps cross and upsell/the right product bundling, there is an integrated complete Customer 360 view





Innovation

Harness the power of data through BI and AI, driving optimization as the algorithms become more mature over time

Santander Digital Bank
on Salesforce and AWS
Low Code, Scalable and Accessible

salesforce | aws

Visit Salesforce in the Content Hub in Venetian halls B, C, and D.

slack tableau MuleSoft





Please complete the session survey in the **mobile app**

Thank you!

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