



Augmented Assistance: The Real Impact of Unique

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About Unique

Unique is a B2B SaaS platform that was established in Zurich, Switzerland in 2021 by Manuel Grenacher (CEO) and Andreas Hauri (CTO), both Swiss entrepreneurs. The company has received funding from venture capitalists and offers a unique solution to its clients in the finance industry.

Status Quo and Challenges in the Financial Industry

There are numerous challenges in the financial industry when it comes to productivity and time-saving:

→ **Manual Processes:**

Relationship managers (RMs) and client advisors have traditionally relied on manual processes, which are time-consuming and prone to errors. For example, processing loan applications or handling payments can take several hours or even days.

→ **Data Integration**

The financial industry generates an enormous amount of unrelated data, which is difficult to organize and analyze. This leads to delays in decision-making processes and can result in missed opportunities.

→ **Regulation Compliance**

The financial sector is highly regulated. Compliance with these regulations requires a significant amount of paperwork, which can be time-consuming and detracts from more productive activities.

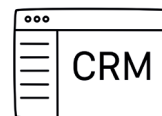
→ **Staff Training and Retention**

Banking and insurance industries must invest in the training and development of its staff to remain competitive. However, staff turnover is high and can result in knowledge loss and decreased productivity.

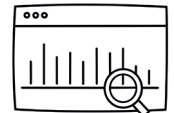
Existing solutions used by Relationship Managers and Advisors

There is a number of basic tools used by client advisors and relationship managers. They range from simple solutions like excel files to more complicated accounting software. Here's an overview of possible tools:

Customer Relationship Management (CRM) systems - used to store and manage customer data, such as contact information, transaction history, and demographic data.



Data warehouses - used to store large amounts of data from different sources, including customer data, transaction data, and market data.



Business intelligence (BI) tools - used to analyze and visualize data, such as customer behavior, market trends, and financial performance.



Portfolio management systems - used to track and manage investment portfolios, including asset allocation, risk management, and performance monitoring.



Compliance and regulatory tools - used to ensure compliance with industry regulations and guidelines, such as anti-money laundering (AML) and know-your-customer (KYC) regulations.



Data analytics tools - used to process and analyze large amounts of data, including customer data, market data, and financial data, to extract insights and identify trends.



To stay efficient at work, client advisors need at least two or three of these tools to navigate through documents and client information. Using multiple tools at the same time makes all processes more time-consuming, which negatively impacts productivity.

Generative AI Use Cases in the Financial Industry: ChatGPT



Generative AI, namely GPT-3 and GPT-4 technologies have a potential to transform the way financial advisors, relationship managers, and consultants go about their daily business.

Here are ChatGPT's most prominent use cases in the financial sector according to the Credit Suisse report:

Extraction of Financial Information: Users can extract information from documents to quickly analyze and process customer inquiries, and generate summary of financial reports.

Introductory Analysis for Bankers: Financial service professionals can use ChatGPT for initial overviews of company business models and for recaps of earnings calls and other important events.

Simplifying Financial Calculations for Consumers: End consumers can use ChatGPT to conduct financial calculations conversationally, thereby enhancing their ability to inform their decision-making processes.

Improving Customer Service: ChatGPT's ability to communicate in a humanistic way eases the burdens of customers' automated assistance in various banking processes; a significant improvement from technologies that need to be communicated to with very specific phrases.

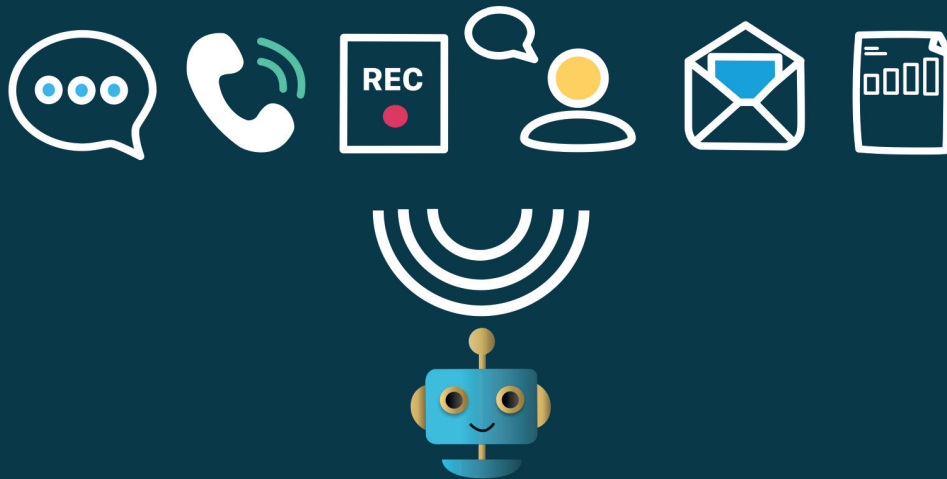
Product Marketing: Generate marketing campaign scripts and creative marketing ideas to reduce the cost of content production. Additionally, track current trends in client conversation and create cross- and upselling opportunities.

Unique in Action: What is Unique FinanceGPT?



Unique FinanceGPT is a tailored solution for the financial industry that aims to increase productivity by automating manual workload through AI and ChatGPT solutions.

Feed data from multiple channels:



UNIQUE FinanceGPT



Supercharge performance with Unique AI assistance



Automate routine tasks



Chat with your internal documents



Extract insights



Stay compliant

Unique in Action: What is Unique FinanceGPT?

Unique FinanceGPT is a platform that records conversations and leverages state-of-the-art AI language models to provide client advisors with augmented assistance, coaching and useful analytics.

Unique helps to build better client relationships and automates routine tasks, which can significantly reduce the workload for client advisors. Unique provides an instant client contact summary, real-time stock transaction identification, automated CRM entries, and automatic generation of follow-up emails to assist client advisors.

In addition, Unique's AI technology can identify key phrases such as pain points and product mentions during client meetings. This helps advisors to spot new up- and cross-selling opportunities, which can lead to increased revenue for their organization.

Furthermore, advisors can access all recordings at any time, enabling them to refer back to important information whenever they need it. This provides a more transparent and informed client experience.

The Unique FinanceGPT Service is designed to provide a secure and user-friendly chat interface for any embedded document ("Service"). The Service is fully managed on Microsoft Azure Environment as a SaaS-subscription, and it enables the user to ask any questions about any embedded data, including PDFs, SharePoint pages, Jira items, emails, conversations, and any other information data that the Client may make accessible to Unique.

Unique's ultimate goal is to build a highly secure and private platform that caters specifically to the needs of the finance industry.

Unique in Action: How It Works

Unique's key functionalities can be broken down into two 3 major categories:

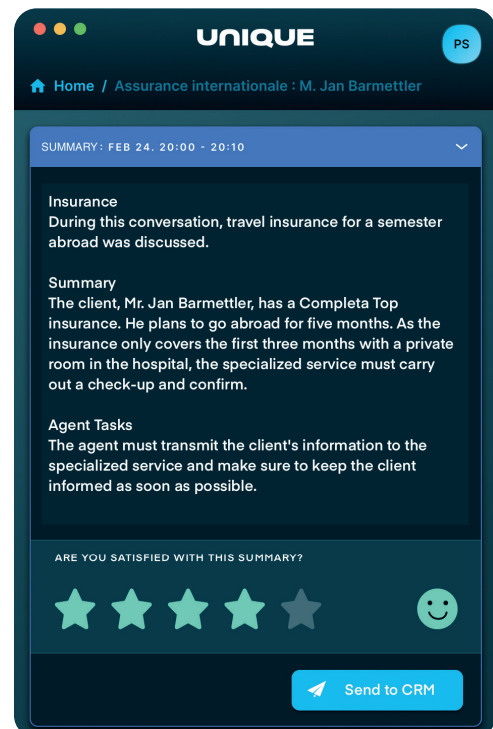
- ▶ Real-time insights
- ▶ Post recording insights
- ▶ Unique FinanceGPT



REAL-TIME INSIGHTS

The Unique Bot joins your calls and triggers the start of the call recording. At the same time, the Unique Sidebar displays relevant call analytics, signals, checklist, transcript, and key moments.

- ▶ **Checklist** - Unique lets you create custom checklists that you can use as agendas to follow on a call. The system detects the words mentioned during a call, and crosses corresponding items off the checklist.
- ▶ **Key moments** - With Unique, you can mark key moments in any conversation. These moments then appear in the recording to help you jump to key sections of the conversation faster.
- ▶ **Signals** - Signals pop up in your sidebar as the reaction to key phrases or words to coach you on the most optimal ways to proceed with the conversation.
- ▶ **Real-Time Summary** - The real-time summary sums up the entire conversation on the go. After you finish the conversation, you can either edit or send it directly to CRM.
- ▶ **Stock cards** - Unique also gives you an option to pre-fill stock information (name, price, # of shares, etc.) directly during the call. This information will then be transferred into a client account.



Unique in Action: How It Works

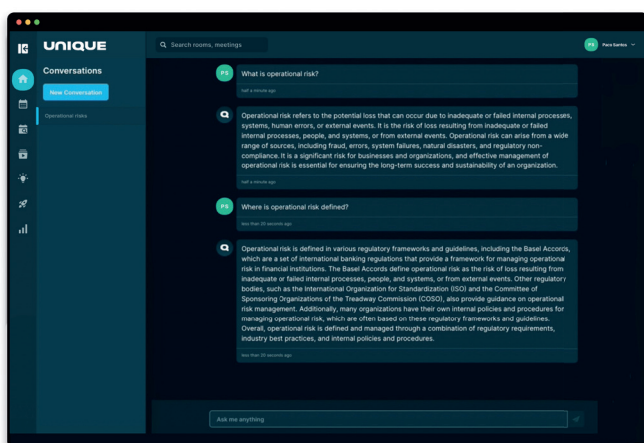
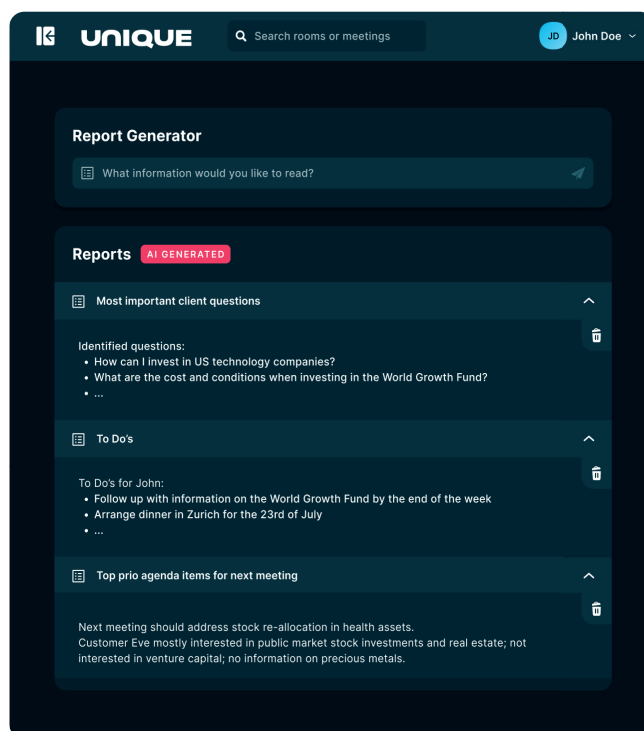
POST-RECORDING INSIGHTS

Immediately after the meeting is recorded, you get access to another set of important insights powered by the state-of-the-art Azure OpenAI GPT technologies inside the Unique app.

► **Reports** - Running on the latest GPT technologies, Unique offers you to chat with your call recoding. Input any prompt like “outline the main pain points mentioned in the conversations” and get a comprehensive, detailed report, high-level overview, executive summary, etc.

► **Spider Diagram** - The Spider Diagram gives an overview of what was discussed across all conversations. It helps to spot relevant expressions mentioned during a call to later send targeted offers to the client and track new up- and cross-sell opportunities.

► **Coaching/Deal Rooms** - whenever you record a client conversation, you have a choice to assign it either to a deal room, where you can use the report generator and extract insights, or to a coaching room for learning purposes.



UNIQUE FinanceGPT: Chat for Knowledge Centre of Internal Documents & Directives

Apart from being able to “chat” with your call recording, Unique offers you to upload and access your internal documents, presentations, manuals, client conversations at any time using the same ChatGPT-like interface. It enables client advisors to ask any questions about any embedded data and receive a quick response within seconds.

Impact of Unique: Real-Life Case Studies

Client #1: Banking

Challenge

- ▶ After a call, approx. RMs spend 5 minutes on post-processing per conversation.
- ▶ About 15% of their working time is dedicated to documentation. That's almost an hour a day that RMs could be spending with clients.
- ▶ Hardly any notes are taken during the conversation.
- ▶ The selection of conversations, which are used for coaching, is based on assumptions.

Unique Solution

- ▶ Unique records and analyzes conversations in over 12 languages and delivers valuable insights.
- ▶ Additionally, with Unique, you get a real-time summary that get automatically sent to your CRM, which saves a lot of time on post-processing.
- ▶ Unique features deal and coaching rooms that RMs can refer back to for best practices and tips.
- ▶ Unique identifies key phrases during a client meeting (physical or virtual) to help RMs spot new up- and cross-selling opportunities.

Business Impact

Call documentation:

- ▶ A call center makes approx. 1000 calls per day.
- ▶ With Unique, RMs save 2 minutes on documentation per client call: 2000 minutes / 34 hours per day.

Lead generation & Coaching:

- ▶ Lead value = CHF 400.-
- ▶ With Unique RMs generate 50 more leads per day x 250 working days x CHF 400 (lead value) = CHF 5,000,000.-

Impact of Unique: Real-Life Case Studies

Client #2: Insurance

Challenge

- ▶ Client conversations last about 3 minutes on average, but still require a contact entry after each call, which negatively impacts productivity.
- ▶ Consultants experience a low connection rate with clients as little documentation is available to date.
- ▶ The lower the connection rate, the less clients get served and the quality of the conversation diminishes.

Unique Solution

- ▶ Unique uses state-of-the-art generative AI technologies to create a (live) call summary and updates CRM systems automatically. Therefore, our tool helps to reduce admin work and saves consultants more time for more clients, increasing productivity and quality of service.
- ▶ Having access to all recordings at any time and preserving client information for future reference leads to the drastic improvement of meeting preparation.

Business Impact

- ▶ 3x less time spent on contact entry (from 3 min. to 1 min.)
- ▶ Improved transcription and summary in both real-time and post-meeting processing (all languages including a great Swiss-German output).
- ▶ Reduced admin time that leaves room for other revenue-generating activities.
- ▶ Approx. 200 words documented in the CRM, which gives the full picture of the conversation.
- ▶ 360° visibility of client portfolio, which helps to generate up- and cross-selling opportunities



Impact of Unique: Real-Life Case Studies

Client #3: Banking

Challenge

- ▶ Relationship managers spend 30% of time working with clients, and 70% filling out documents.
- ▶ Preparation for calls, client onboarding, and search for regulatory information takes significant portion of RMs' work time.

Unique Solution

- ▶ Unique provides an instant client contact summary, real-time stock transaction identification, automated CRM entries, and automatic generation of follow-up emails to assist relationship managers (RMs).
- ▶ Unique FinanceGPT helps RMs to prepare for client meetings and onboarding a lot faster with the help of a ChatGPT-like feature. RMs can ask any questions about any embedded data, including PDFs, SharePoint pages, Jira items, emails, etc. and get an answer in a matter of seconds.

Business Impact

- ▶ 50/50 ratio between client-facing activities and documentation.
- ▶ 26% more cross-selling opportunities detected (using key phrases and topics).
- ▶ 360° visibility of client portfolio and internal documents, which helps with call preparation

Client Testimonials



Christian Janson
Head of COO Office, Pictet

“At Pictet, we’re always looking for innovative solutions to improve our clients’ experience. We’ve had the opportunity to work with Unique’s GPT-powered solution, and we’re impressed by its ability to streamline our operations through automated reports generated after client conversations. This can significantly reduce administrative work, freeing up our client advisors to spend more time with their clients. Unique’s platform has the potential to revolutionize the way financial advisors and relationship managers interact with their clients, making it easier to provide personalized advice and recommendations in a secure and compliant way.”



Simon Gomez
Head Innovation Management at LGT Private Banking

“LGT as a global private bank is committed to provide our clientele a personalized and tailor-made service. Together with Unique’s ChatGPT-powered solution we are evaluating promising use cases to reduce administrative work and consequently enable relationship managers to spend more time with their clients. These use cases include automation of CRM entries, support information gathering, writing meeting summaries and much more.”

Client Testimonials



Olivier Laplace
Partner from VI Partners

“Unique helps us a lot. When a team member misses an important call, they can watch it afterwards and switch to the key moments. One thing that will be interesting in the long-term is to review the videos and improve the way we talk and do presentations.”



David Haynal
Investment Manager at Sturdza Financial Group

“Unique is very well positioned to help us with a number of key challenges we have, and the entire financial industry has.”

Data Protection & Security

PRODUCT SECURITY

The goal of Unique's product security efforts is to prevent unauthorized access to customer data. Unique chose Microsoft Azure™ as a platform and partnered with them through co-sell agreements. All data stored by Unique service is hosted on Microsoft Azure™ cloud in Switzerland.

Secure by design

Unique's product organization is working with a Secure Software Development Lifecycle (SSDLC) that integrates security efforts into all product development activities.

By implementing this SSDLC the product organization strives to identify and minimize all risk as early as possible and to catch all vulnerabilities before the product reaches production systems.

Encryption

Data in transit: All data transmitted between the Unique service and Unique clients is encrypted using at least TLS 1.2 protocol.

Data at rest: All media data stored by the Unique service, in particular the recorded video and audio data, is encrypted at rest using FIPS 140-2 compliant AES256 encryption standard leveraging Microsoft Azure™ storage encryption for data at rest.

All customer data stored by Unique service in our database is encrypted at rest. Unique uses logical data separation to separate data originating from different customers.

Data availability

Unique's databases run automatic backups to ensure rapid restoration of data when needed.

Network security

Unique uses physical data separation between production and testing environments.

Public network access to Unique's production and testing environments is restricted making only the necessary services accessible from the internet.

Unique logs and monitors all system calls and has alerting implemented for security relevant events.

Access control

Unique minimizes the risk of data exposure by adhering to the least-privilege principle using role-based access control (RBAC) for employees that need access to privileged systems or services. All access automatically expires and needs to be renewed at given intervals.

Unique enforces two factor authentication (2FA) for access to privileged systems or services and for data center operations.

Unique requires employees to use a password manager approved and provided by Unique. Employees must generate complex and unique passwords for every service and use two factor authentication integrated in the password manager wherever possible.

Data Protection & Security

Monitoring, logging, and alerting

Unique monitors all services and has alerting implemented for security relevant events.

Data retention and disposal

Unique deletes customer data immediately upon deletion by the user.

Unique deletes all customer data after termination of contract. This includes all data stored in Unique's database and all media data stored on Unique's media storage.

Unique's backups of customer data are destroyed within 30 days after contract ends.

Unique's production logs have a retention period of 90 days and any logs relating to a customer will be gone latest 90 days after contract ends.

Disaster recovery

Unique's database and media files are distributed in our providers infrastructure across separate physical locations to protect the services from location specific failures.

Service providers

Unique uses service providers to efficiently offer our service to our customers. Unique has established agreements with our service providers to adhere to the confidentiality commitments we have given to our customers. Unique regularly reviews the service providers' controls.

External validation

Unique is continuously improving the effectiveness of our security controls. Unique has an internal audit process as well as an external ISO 27001 audit planned for Q2 2023.

Unique regularly schedules pen-tests against our product and infrastructure.

Findings are added to Unique's risk register, triaged, and remediated according to their severity.

Customers are encouraged to perform their own security control assessments or pen-tests on Unique's environment but must contact Unique before doing so.

Visit Unique

Unique is currently working with big banking and insurance corporations to dive deep into the industry challenges and come up with tailored and customizable solutions to fix them. Unique's aim is to improve overall efficiency of the staff and provide constant support to RMs and client advisors. To find out more about what we do, visit us at:

