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Nordnet Inks Partnership with IPsoft, Boosts Customer Service With Artificial Intelligence

Nordnet has signed an agreement with IPsoft, the leading digital labor company, to enhance Nordnet's customer relations using its proprietary artificial intelligence technology. Beginning in the fall of 2017, Nordnet's customers will be able to start interacting with the Nordnet's new digital employee Amelia.

"This is an interesting partnership, and at the same time a logical next step. Amelia is a pioneering result of cognitive research and the world's most developed system for artificial intelligence. I look forward to presenting Amelia to our customers this fall, said Peter Dahlgren, CEO of Nordnet."

In her first role, Amelia will support new customers through the onboarding process. She will be able to guide customers through the process and ensure they activate their account. In order to be effective, Amelia will be leveraging her capabilities to learn quickly, manage complex dialogues, and respond to analytical triggers in real-time. As Amelia is available 24 hours a day, customers will have full flexibility on setting up their new service whenever it is most convenient for them. Amelia is the most human and comprehensive AI platform on the market, developed since 2005 she is unique in being able to connect conversations, data and processes to provide personalized end-to-end customer experience.

"The Nordics is very progressive in its adoption of emerging technologies for disruptive market gains and Nordnet is positioned to be a digital frontrunner in this industry," said Chetan Dube, CEO, IPsoft. "IPsoft is delighted to support Nordnet's ambitions by providing our cognitive platform in order to deliver differentiated customer experience at scale for their customers at a fraction of alternative costs."

Through Amelia, Nordnet will be able to make customer interactions more effective and at the same time increase service availability for their customers.

"We have sky-high ambitions. Our goal is to have a world-class customer experience for investments and savings. That is why it is natural for us to supplement the people-provided customer service with artificial intelligence. It gives us the opportunity to provide support and guidance to our customers with non-existing waiting times during unlimited opening hours. We will continue to present news from Nordnet during the year covering information about user interface and service as well as new products," added Dahlgren.

For more information, please contact:

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