

Nomination: 20596

FPT Software's akaCam - Optimize customer experience and enhance service quality

Page: General Information
Name of Organization / Company FPT Software
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Web Site Address https://fptsoftware.com/ (https://fptsoftware.com/)
Page: Entry Information
Entry Title FPT Software's akaCam - Optimize customer experience and enhance service quality
Category N01 - N07 - Award for Innovation in Technology > N04. Award for Innovation in Artificial Intelligence (AI) and Machine Learning (ML) > Financial Services Industries
Submission Format An Essay of up to 625 Words

Essay

akaCam is a Video Analytic Platform that transforms the video data from IP Camera into structured information that can be acted on and analyzed by detecting, identifying, extracting, and then classifying and indexing the objects and behaviors in video footage. The akaCam platform includes web, mobile applications and hardware device.

akaCam features the groundbreaking ReID (Re-Identification) technology, which links multiple camera systems over a large area, identifies subjects by their appearance, and maps all subjects onto a 2D map for analysis, tracking, and recording their movements. akaCam is also utilizing Explainable Artificial Intelligence (XAI) which can explain the mechanisms of the AI model, helping to identify distinctive features of the input data.

With the latest version, akaCam offers several main features:

- 1/ Object Identification and Recognition: Detects and identifies objects, people, vehicles, and more, using computer vision.
- 2/ Behavior Analysis: Analyzes human behavior for compliance and customer experience optimization
- 3/ Object Smart Search & Filter: Classifies and indexes objects and behaviors for easy search and filtering.
- 4/ Visualize Trend and Patterns: Detects operational trends and anomalies for business insights using advanced data analytics
- 5/ Alert on Live Video: Sends alerts via email, text, or app notifications by integrating with other applications
- 6/ akaCam SDK (Software Development Kit): provides a comprehensive set of tools for integrating computer vision capabilities into applications, including object detection and facial recognition.

Value to Clients

1. AUTOMATIC: Reduce human effort on compliance checking
2. PREDICTIVE: Monitor 24/7, collect statistics and make reports
3. ACCURATE: Improve accuracy continuously with a detection rate of above 95%
4. COST-EFFECTIVE: With the akaCam Box, customers deploying AI camera solutions can reduce infrastructure investment costs by up to 70% and enjoy greater convenience in operation and management.

Our success story

A major bank in Vietnam aims to integrate AI into its processes to optimize customer experience and enhance service quality. Partnering with FPT, the project focuses on four key objectives: customer identification and segmentation, customer behavior analysis, employee behavior monitoring, and transaction process automation to boost operational efficiency.

To achieve these goals, akaCam is at the core of the project:

- Customer identification and segmentation: AI Cameras recognize customers' faces as they enter the bank, classifying them into regular, VIP, or blacklist categories, and notifying staff for appropriate action.
- Customer behavior analysis: Leveraging facial expressions and historical data, AI predicts customer needs and recommends suitable services, significantly improving satisfaction.
- Employee behavior monitoring: AI Cameras monitor staff activities, assess compliance with operational procedures, and issue early warnings for non-compliant behaviors, ensuring consistent service quality.
- Transaction process automation: Process digitization reduces waiting time and enhances customer experience. VIP customers enjoy auto-filled information for swift transactions, while regular customers receive step-by-step guidance via mobile apps or QR codes. Blacklist customers are immediately identified and flagged for necessary measures.

The system leverages AI Cameras, the akaCam Portal for centralized management and real-time data analysis, and API integration with core banking platforms. Together, these components deliver a seamless experience, improving customer engagement, optimizing operations.

Key results:

- Elevating Customer Experience: Cut wait time by 80%, customer satisfaction scores increased by 15%, leading to higher retention rates.
- Streamlining Operations: Automation reduces employee workload by up to 80%, the bank achieves an estimated 30% reduction in operational costs, and boost revenue by 10% through more effective cross-selling and upselling strategies.

AI remains at the heart of FPT Software's development strategy. To expand its AI ecosystem, the company established a Research and Application Center for Artificial Intelligence in Quy Nhon Province (QAI) with the vision to become among Asia's Top 3 AI and data science centers by 2030.

Being a strategic partner of world's renowned AI institutions like MILA, Landing AI and NVIDIA, FPT Software is dedicated to delivering end-to-end solutions that accompany global clients in their digital transformation journey.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[REDACTED]

[REDACTED]

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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Terms and Conditions

I Agree