

Appen Solutions for Financial Services

Enhance your machine learning program with high-quality data from Appen

From risk management to fraud detection to customer service, machine learning provides exciting new opportunities to improve key functions in finance and insurance. For machine learning-based solutions and systems to work effectively, the algorithms that support them need a critical mass of training data to ensure they are optimized. But not just any data – high-quality, human-annotated data. In many cases humans are simply better than computers at managing subjectivity, understanding intent, and coping with ambiguity – which occurs in even the most advanced systems.

“ In many cases humans are simply better than computers at managing subjectivity, understanding intent, and coping with ambiguity. ”

Train your machine learning model for a variety of solutions including:

- Algorithmic Trading
- Entity Extraction & Aggregation
- Fraud Detection
- Predictive Modeling
- Risk Management
- Virtual Assistants & Chatbots
- And more

Secure Services

Appen offers a suite of secure service offerings with flexible options to ensure data security.



Secure Facilities

- Range of Security Levels, up to government level of certification
- Sites in multiple geographies to meet client needs
- Supporting projects with PII and other sensitive data



Secure Remote Workers

- Scale to global crowd while maintaining data security
- Options including VPN Office and Virtual Application



Onsite Services

- Ensure compliance with your firm's requirements for onsite data access
- Appen manages onboarding of staff including background checks

How Appen is helping to improve machine learning initiatives for leading companies worldwide

Top 10 US Bank: Secure Transcription Support

A leading bank needed short-term transcription support but had strict policies for data governance. Its data could not leave the premises or be stored in the cloud. The bank engaged Appen to provide on-site transcription resources in support of the development of a speech recognition system. Appen provided a full-service program that included managing vendor onboarding and background checks, establishing the transcription program, and managing data quality throughout the lifecycle of the project. This enabled the bank to obtain the high-quality data it needed while maintaining its security standards.

Leading Financial Services Media Company: Named Entity Recognition

A leading media company needed its machine learning algorithm to recognize entities, including companies, locations, and events so that news could be displayed in the appropriate channels on its website. It had initially handled this effort internally for the US market, but needed to scale to several high-priority international markets and was seeking the help of an experienced partner. The firm engaged with Appen to develop a pilot program in a matter of weeks that allowed them to quickly obtain high-quality data, ingest it into its model, and evaluate the impact. Based on the results of the pilot, the company has extended the program into new markets and is now targeting country-specific social media channels to improve its machine learning model.

Flamingo AI: Training a Conversational Assistant for the Banking & Insurance Sectors

Conversational assistant adoption is accelerating as banks and insurance companies look to this technology to improve customer engagement and increase sales. However, for these systems to engage effectively with customers out of the gate, they need to be trained with high-quality, human-annotated data. Flamingo AI – a Sydney-based provider of conversational AI solutions – turned to Appen to ensure that its conversational assistant could respond to common customer queries immediately upon implementation on a banking or insurance website. Appen designed a customized data collection program with Australian English speakers, and asked them to provide questions, comments, or responses based on a specific step in a customer journey. During the course of the data collection program, the Appen team established checkpoints with Flamingo AI to ensure that the quality of the data met its standards. With Appen managing the data collection efforts and delivering the quality and quantity of data needed to effectively train the conversational assistant, the Flamingo AI team could focus on developing its core technology.

About Appen

Appen is a global leader in the development of high-quality, human-annotated datasets for machine learning and artificial intelligence. Appen brings over 20 years of experience capturing and enriching a wide variety of data types including speech, text, image and video. With deep expertise in more than 180 languages and access to a global crowd of over 1,000,000 skilled contractors, Appen partners with technology, automotive and eCommerce companies – as well as governments worldwide – to help them develop, enhance and use products that rely on natural languages and machine learning.



Expertise in more than
180 languages



Access to a global crowd
of over **1,000,000**



20+ years of experience capturing and
enriching a wide variety of data types
including speech, text, image, and video