



FINANCIAL SERVICES

Generative AI in Financial Services

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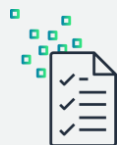
Business Development, Financial Services
Machine Learning and Generative AI

Financial institutions are applying machine learning across the entire customer lifecycle



Onboarding & KYC

Use of computer vision, OCR, and NLP to streamline the customer onboarding process



Document processing

Use of OCR and NLP to automate loan document processing



Credit decisioning

Leverage ML and alternative data sets to better assess the credit risk of your customers



Fraud & Surveillance

Leverage ML to identify anomalous and illegal behavior



Personalized recommendations

Use ML to forecast the needs of your customers and recommend products or next best action



Customer service

Use ML to enhance the digital contact center with personalized experiences, improved visibility, and reaction time



Reinventing with generative AI



How are Financial Institutions leveraging Generative AI?

LARGE LANGUAGE MODELS (LLM) HAVE BEEN EFFECTIVE ACROSS MULTIPLE AREAS INCLUDING: KNOWLEDGE SEARCH, TEXT GENERATION, TEXT SUMMARIZATION, AND CLASSIFICATION.



Research

- Developed an LLM-powered Investment Analyst Assistant that generates charts, computes financial indicators, and creates summaries of the results from natural language queries

BRIDGEWATER



Call center analytics

- Post-call analytics solution that generates call summaries, creates customized topic hierarchies, and analyzes customer sentiment

 **Principal**SM



Fraud investigations

- Obtain and summarize contextual data from multiple data sources to help an analyst resolve or escalate fraud alerts

VERAFIN



Q&A chatbot

- Search internal and external data sources to support product sales
- Support engineers and developers with searching through technical documentation

 **experian**TM

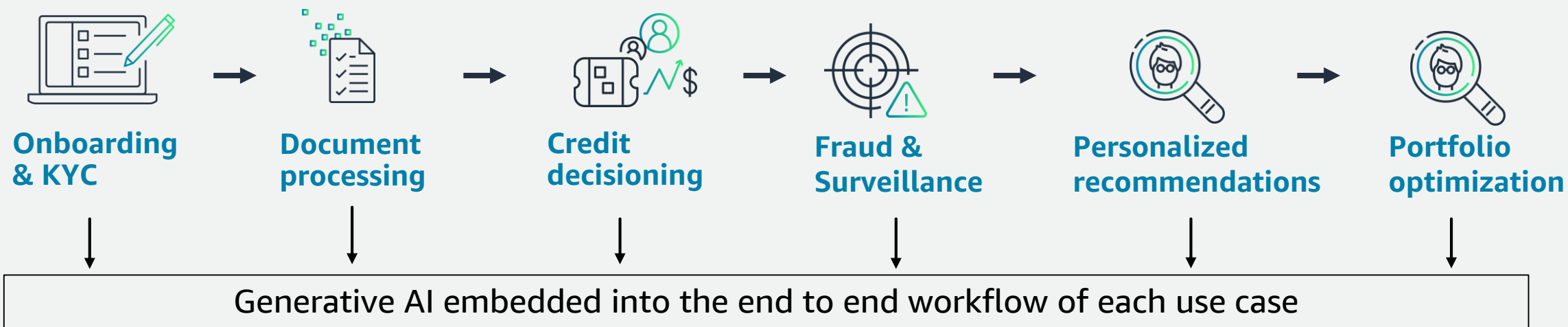


Marketing

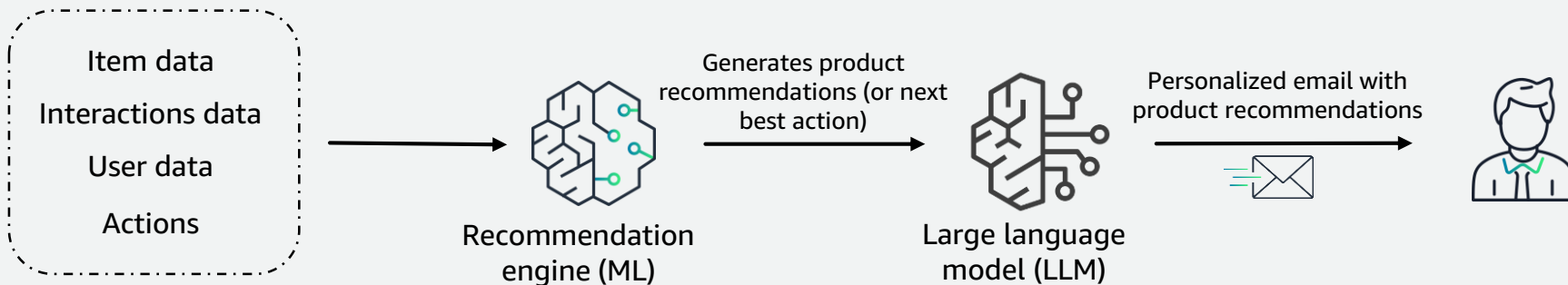
- Hyper-personalized content generation
- Brand adherence and tone of voice compliance checks

 **NatWest Group**

Generative AI is enhancing and optimizing the end-to-end workflow across the customer lifecycle



Example: Personalized recommendations



Embedding ML and Generative AI across the entire workflow

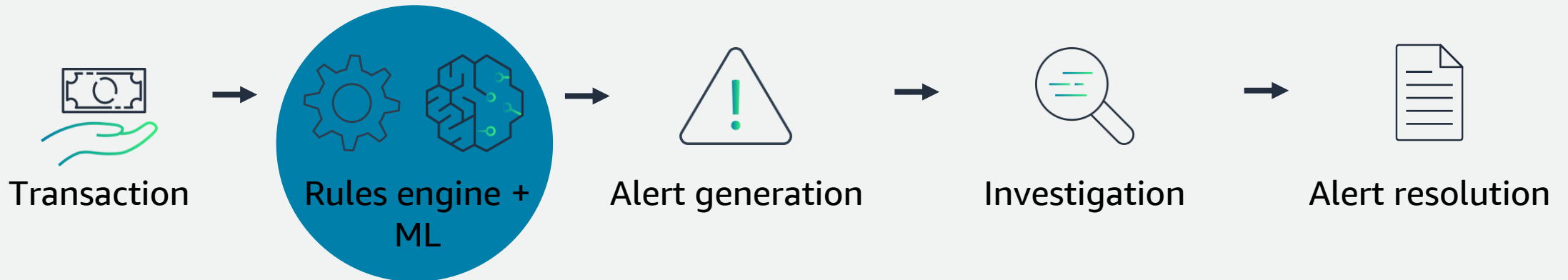
An anti-money laundering example



Embedding ML and Generative AI across the entire workflow

An anti-money laundering example

For over a decade, banks have leveraged various forms of machine learning including most recently, graph neural networks, to enhance their detection of illegal behavior while also reducing the generation of false positive alerts.



Embedding ML and Generative AI across the entire workflow

An anti-money laundering example

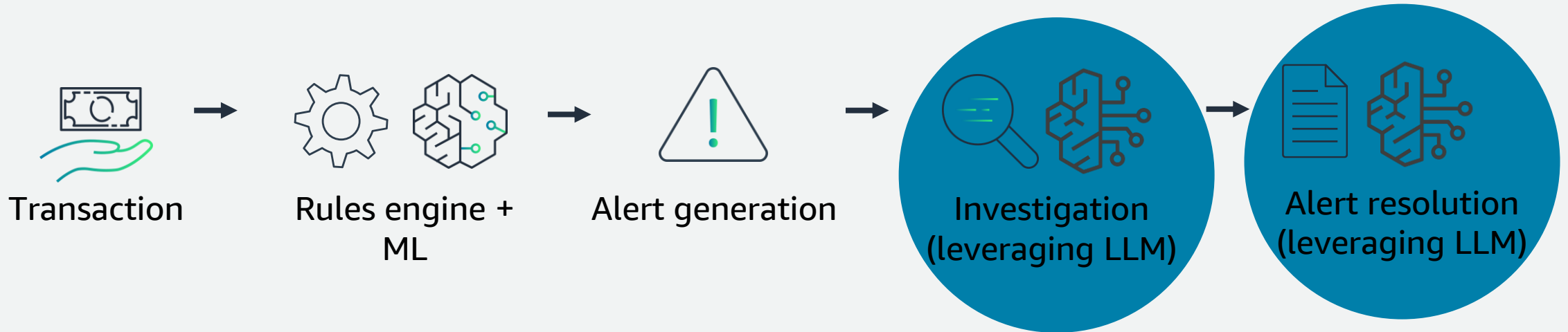
With generative AI, banks can now also reduce the time it takes for analysts to obtain, aggregate, and review the data, allowing them to resolve the alert up to 70% faster in some cases.



Embedding ML and Generative AI across the entire workflow

An anti-money laundering example

If Generative AI is able to obtain, aggregate, and summarize the data effectively today, is the next step to have GenAI *generate* the initial draft of the alert resolution?



Key considerations for Financial Services

Data privacy:

Data used to customize models remains in your VPC

Support for standards including GDPR & HIPAA

Data encryption:

All data is encrypted in transit and at rest

Guardrails:

Ability to redact PII information in LLM responses

Filter harmful content based on your responsible AI policies



Model choice:

Ability to easily switch across industry-leading foundation models with built-in enterprise grade security and privacy

Model customization:

Fine-tuning
Retrieval Augmented Generation (RAG)
Continued pre-training

Model comparison:

Text generation
Text summarization
Q&A
Classification



Thank you!