



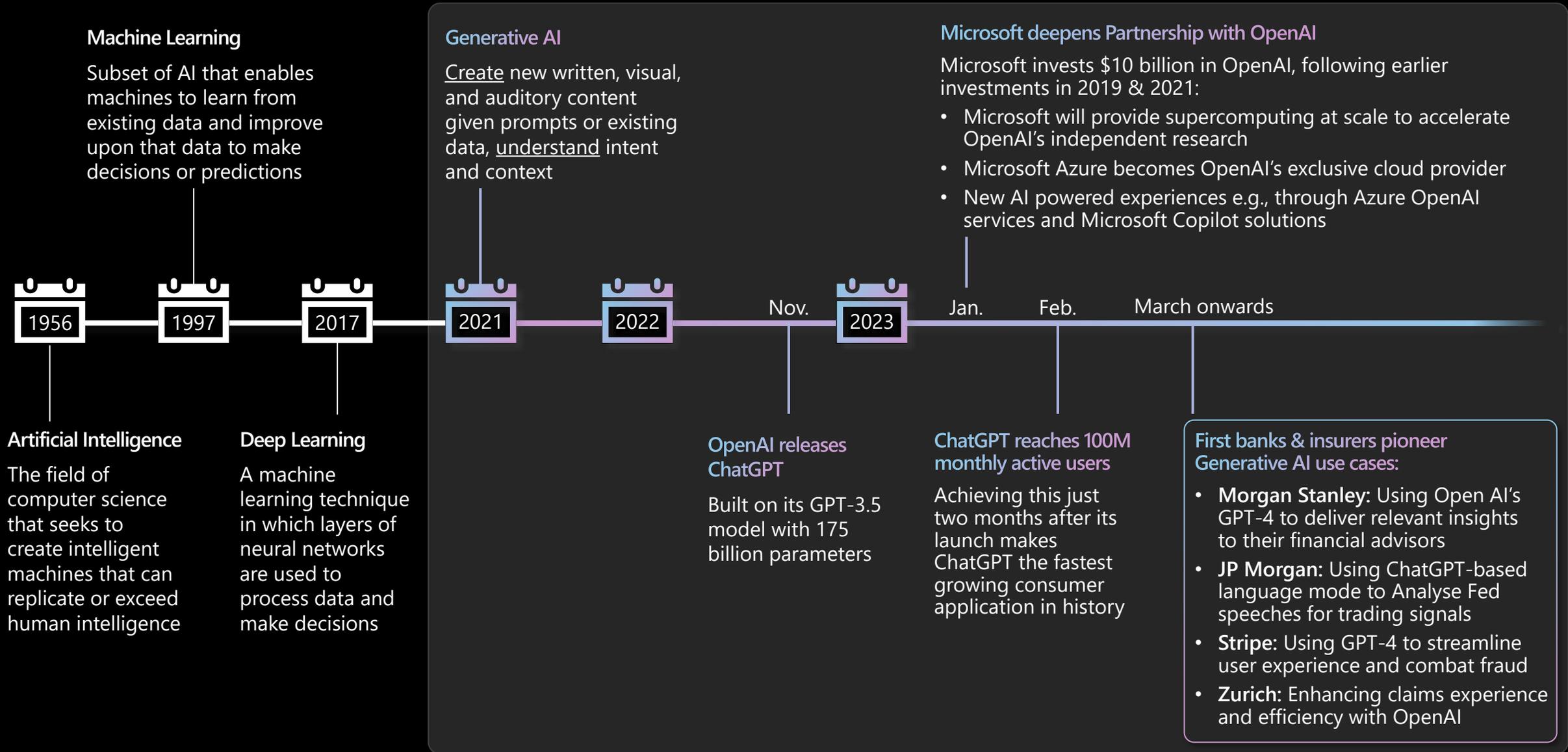
Executive Briefing

Open AI – A new Era in Financial Services

Follow-up materials

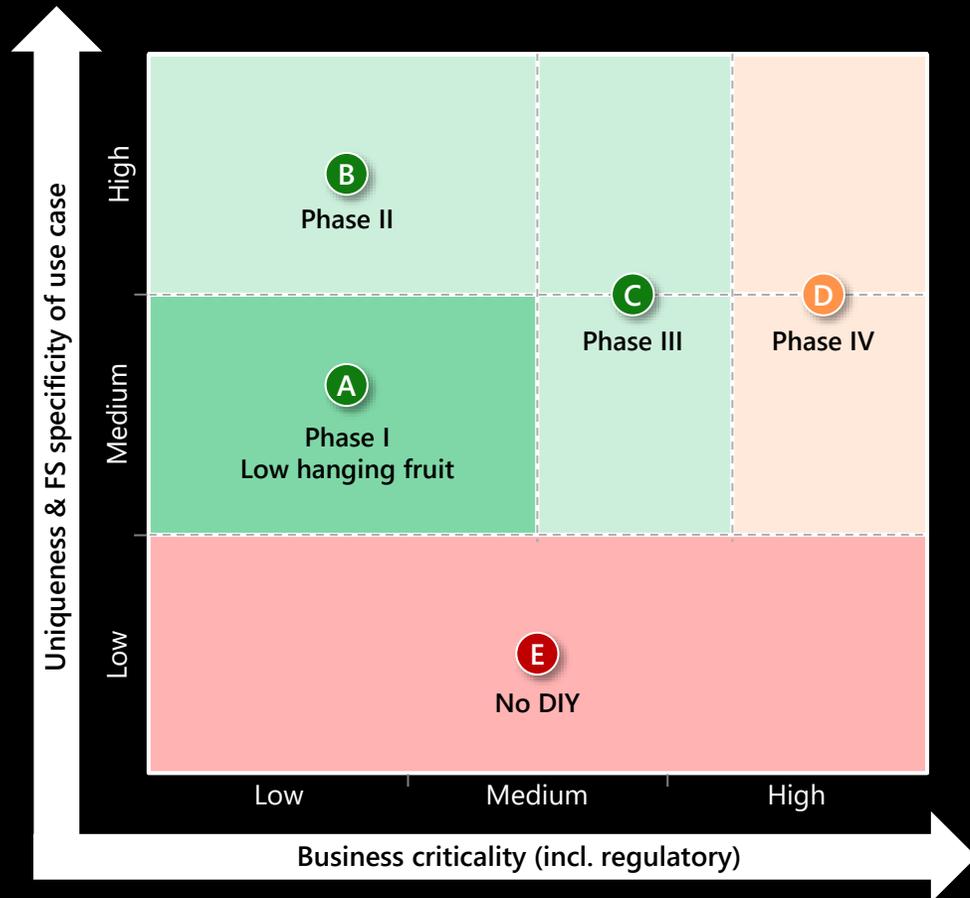


Evolution of Generative AI and adoption in Financial Services



Generative AI in Financial Services

Key dimensions for assessing use case viability of Azure OpenAI



A Phase I: Comparatively simple FS specific use cases without regulatory requirements and/or business criticality

B Phase II: No limitation due to regulatory limitations or business criticality, yet more complex and thus needing more time to plan though

C Phase III: Use cases that require additional human oversight (e.g., MiFID II linked activities) and/or integration with a broader set of AI/ML capabilities as well as your firm's tools and/or additional FS and bank/insurance specific datasets for fine-tuning

D Phase IV: Use cases that require further enhanced capabilities (e.g., explainability, responsible AI framework)

E No DIY: Highly general FS & cross-industry use cases. These will provide little differentiation and have high likelihood to be developed at scale by Microsoft or our partner ecosystem

Azure OpenAI banking use cases



Customer experience

- Create a chatbot capable of comprehending and executing complex tasks and that provides personalized experiences based on a customer's situation and mood.



Contact center

- Analyze call center conversations to gain insights and benchmarking
- Enable agents to naturally access the vast amounts of information of the bank and their manuals in a natural way via chat



Fraud detection

- Analyze customer interactions and detect patterns that may indicate fraudulent activity. Proactively monitor transactions, flag suspicious behavior and prevent fraudulent transactions.



Empowering advisors

- Create a chatbot that can assist financial advisors in providing personalized investment and product advice to clients based on their preferences such as risk appetite and based on their transactions



Compliance document analysis

- Analyze legal and financial documents and extract important information, reducing the need for human involvement and increasing efficiency



Advanced market research

- Leveraging non-traditional data at scale to deepen understanding of companies & sectors and enhanced analytical coverage of long-tail companies

Azure OpenAI insurance use cases



Contact centers

- Elevate customer experience by generating personalized scripted responses to customer inquiries
- Streamline CSR workflow by providing automated follow-on emails based on call details
- Improve employee experience by enabling CSRs to search and retrieve knowledge base information in contextualized natural language



Actuarial

- Streamline actuarial workflow by automatically generating actuarial compliance reports
- Accelerate actuarial trend analysis through enhanced search techniques using natural language queries



Underwriting

- Elevate agent experience by automating underwriter email replies to agents, brokers and other essential intermediaries
- Speed up underwriting by summarizing application details to help underwriters focus on key issues/risk
- Streamline underwriters' workflow by automatically generating policy documents and audit responses

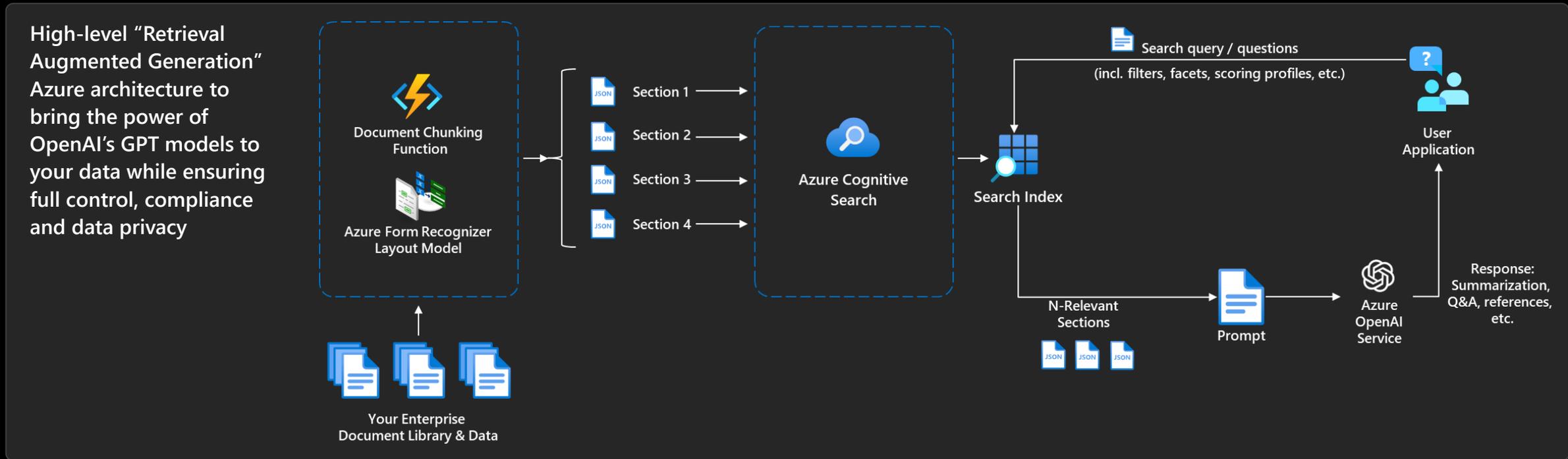


Claims

- Elevate CX and automate claims handler workflow by automatically generating post call notes, actions and follow-ups
- Streamline claims adjusters' business process by auto generating reports and summaries of claims investigation findings
- Increase profitability by enabling claims investigators to identify and reduce fraud through expanded claims analysis (e.g., analysing large data sets)

Making OpenAI's GPT models work with your data

Example of AI-Powered Q&A over Enterprise Data in Financial Services



- In this approach, Azure Cognitive Search finds the most relevant pieces of information even among millions of data points and presents top ranked results to the Large Language Model (LLM), this lets you have detailed and informed interactions with your data
- The knowledge and data remain private and external, they live outside the GPT model you remain in full control over the data and, furthermore, all chat session states remain entirely in your application
- You use only the LLM's reasoning and understanding capabilities and build your own app experience around it
- Moreover, using Azure OpenAI you automatically benefit from the compliance and security standards built into our platform from leading Cyber Security over GDPR compliance to Financial Services specific certifications



Thank you

To further explore Azure OpenAI for your business, feel free to contact your Microsoft Account Team