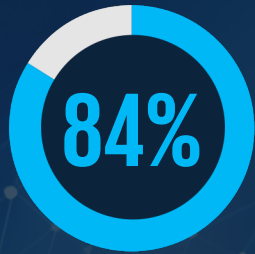


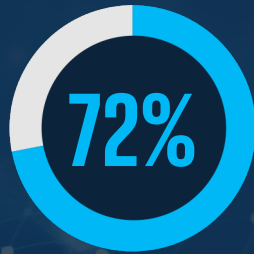
Financial services firms embrace Generative AI

KPMG surveyed financial services leaders to understand how they are utilizing this transformative technology

Transforming business processes



Plan to **increase GenAI investments** over the next three years



Confident in the **ROI** of their GenAI investments

75% Predict **operating models will change** from the adoption of GenAI processes / workflows



Firms investing in new applications



Expanding the scope of current GenAI initiatives



Introducing GenAI into new business functions

Upskilling the workforce



Increasing productivity is the top objective of GenAI deployment

✓ Automating tasks

✓ Freeing up workforce time for strategic activities



Upskilling workforce is a key next step for GenAI implementation

Steps to close GenAI skills gaps

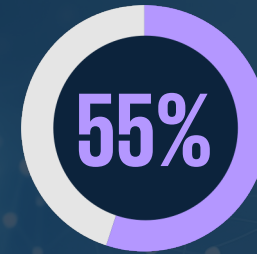


Hiring new talent

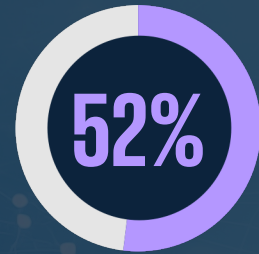


Training current staff

Improving customer experiences



Expect GenAI to **enhance customer experiences**



GenAI will enable **personalized interactions**

Most valuable use case

Nearly one-third say **chat bots & virtual assistants** are the use case that will **deliver the most value**



Key challenge: Securing customer data

63% Are reviewing / updating data handling practices—in response to the evolving regulatory landscape—which could delay customer-facing apps



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