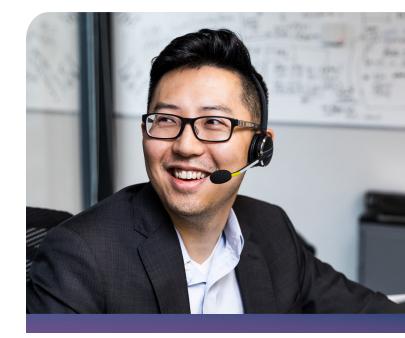# Unlock business value and deepen customer relationships with AI

With the democratization of public markets and the rise of digital currencies and fintech, financial markets are changing rapidly, creating new challenges and opportunities for all participants. As a result, artificial intelligence (AI) has become more relevant to the financial services industry. Financial institutions and insurers of all sizes can optimize costs, reduce time to value, and enhance collaboration with AI to deliver more impactful business outcomes—whether transforming customer and client experiences, empowering employees, managing risk, or modernizing core systems.

Key use cases for AI in financial services are provided below.

Transform banking productivity

Use predictive summaries, code-scripting, and data analysis to make intelligent banking a reality.

Bankers can summarize and pull insights from across call center conversations, measuring customer sentiment from start to finish of a call. Although human supervision is still needed, call center reps can get real-time coaching from AI and benefit from partial automation of the customer's banking journey. Generative AI can help investment bankers accelerate the creation of pitch books for raising capital or for mergers and acquisitions.

Boost capital markets client experiences

Generative AI helps support internal workflows and external client objectives in capital market firms.

Capital markets firms can enhance front-office investment processes with AI support for financial models, analytics, and signals. They can use AI to send trade notifications to clients, custodians, exchanges, and venues and to enhance fraud detection. And executives can use AI tools for strategic forecasting and venture planning to enable incremental gains and to evolve more transformative plays over time.

Modernize insurance processes

Produce positive, personalized experiences for customers.

Insurance agents can offer immediate, personalized service to customers while enriching their records for future insights using AI platforms. They can quickly respond to claims inquiries and expedite the recovery of capital from third parties or reinsurers. Insurers can harness AI to identify opportunities for underwriters and to provide employees and agency partners access to the contextualized answers they need—fast.

John Hancock supports call center teams with Microsoft conversational AI tools

At the onset of the COVID-19 pandemic, many customer contact centers were overwhelmed. Working with Microsoft, John Hancock implemented Azure Bot Framework SDK, Azure AI Bot Service, and Azure Cognitive Service for Language to support common customer issues and questions. This allowed call center representatives to focus on the most complex cases for better customer experiences and reduced wait times.

Conclusion

Organizations in the financial services industry are ready to adopt AI for these use cases to run operations more efficiently while providing personalized customer service, all while protecting sensitive data. With each new AI innovation, the opportunity is ripe for your business to lead the AI transformation.

Learn More

Ready to learn more about how AI is transforming industries?

Read the e-books, "AI Use Cases for Business Leaders" and "Banking on AI." Learn more about Microsoft Copilot solutions and Microsoft Cloud for Financial Services.

■■ Microsoft