

Monday September 23, 2024 - Ventura, CA

The Searching For AI - Week In Review summarizes stories about financial institutions LIVE with AI applications. The source data for this report is the Searching for AI Case Study Archive containing thousands of items about LIVE AI in financial services and fintech.

This week in the news.... **Transformation.** Multiple stories of how FI's are using AI to transform across the organization. Fancy HBS case study on DBS Bank highlights this trend towards transformers. Yes, FI's are now transformers, look out Micheal Bay...

Top Case Study Headlines this Week:

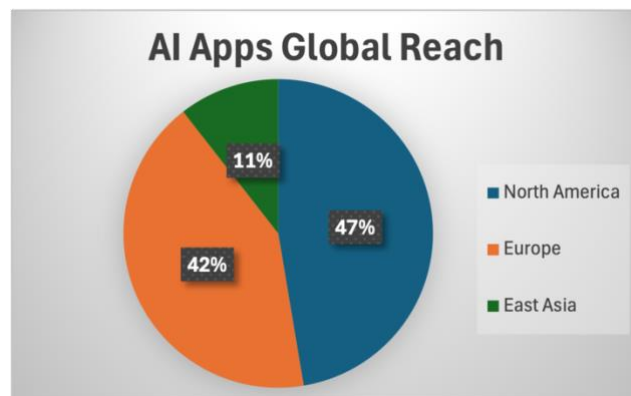
“**HSBC** Increases Email Open Rates by 200% w/ AI from Pega”

“**DBS** Transforms Human Agent Efficiency w/ Conversational AI - 50% Traffic to Bots”

“**Citi** - Bot, Bank & Beyond Industry Report – The Future Is AI Apps”



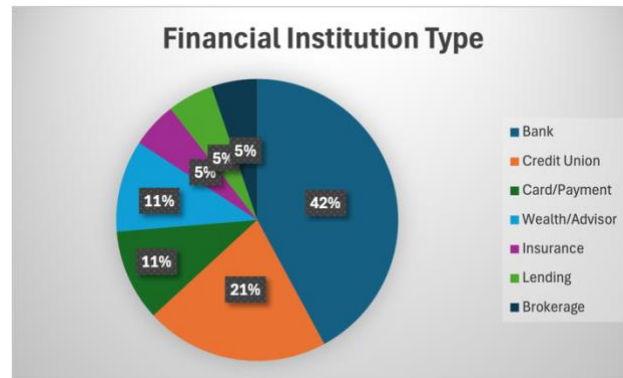
- **17 case studies this past week.** 22 stories in total including the Citi think piece on the future of AI Apps dominating the discussion. Makes for a good bathroom read.



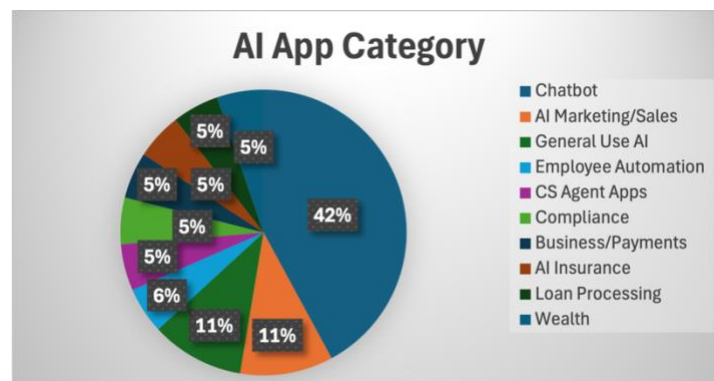
- **3 Regions 100%.** Less global representation this week as US and Europe dominate the case studies, with Asia bringing up the third spot for bronze.



Searching For AI Week In Review



- Another Diverse Week Of Live Financial Institutions.** More balance this past week as Credit Unions rear their head. If you counted up all the CUs in the recently announced AI CUSO, you would see CUs at the top of this list 😊



- AI Marketing and Sales And Employee Automation.** AI applied to sales tools and marketing effectiveness took center stage this week of course behind ubiquitous chatbots.

Check out the detailed case studies on the Searching for AI web site, if you yourself, seek AI 😊

Thank you for being part of the Searching For AI family. Questions, please visit our web site or send us an email at this address: admin@searchingforai.com

www.searchingforai.com





This week the SFAI Week In Review is sponsored by the National Fintech Organization. The NFO is a non-profit, and sister brand to the Association for Financial Technology (AFT), dedicated to serving the fintech community. NFO provides resources and promotes innovation and advance the industry.

