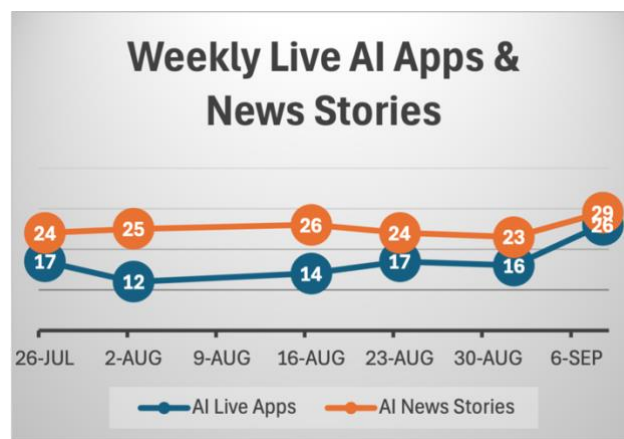


**Monday September 9, 2024 - Ventura, CA**

*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 Search... International and business. Way more case studies from International waters, finally starting to level the playing field with the USA. And business. Lots of examples of applying AI to the world of businesses, forget those consumers, who makes all the money for an FI anyway 😊



- **26 Cast Studies up 75% from last week.** The people behind AI stories were active this week, we snagged 26 new case studies from all over the world. Banks represented 65% of the case studies this week. They came from all over, Asia was a big contributor. And compliance once again was a favorite area of focus with several new compelling case studies.
- **10 Case Studies Drive Ops Efficiency.** This is definitely *the* new thing. One's AI project **MUST** have an ROI and likely, it has to do with efficiency and productivity. 10 case studies out of the 26 this week emphasized productivity gains of some sort. AI is going to change the productivity game, and it can be easily tracked, and it must be. FI's who survive this next wave of AI tech will undoubtedly get great at AI and how to make huge productivity gains with the technology.
- **80% of Case Studies Outside USA Market.** This week the case studies were pouring in from overseas with four out of five being outside the USA markets. SFAI is making a concerted effort to "SEARCH" overseas, but this was an amazing week of balancing the tables.... Over time, the US and North America will lose the leadership role at least in terms of sheer number of case studies...



- **Hyper-Personalization Case Study.** A few of these are cropping up, this week it was Synovus Bank and Personetics. Hyper-personalization can mean many different things, in this case, personal ads, savings tips and planning. All tailored for each customer or end user. This is simply put, the future of how content needs to be delivered. Can the architectures of digital banking handle it??? NO NO NO!!! Separate article...
- **Bot Names Are Great.** DNB Bank has two internal employee Bots named **Hugo** and **Fix**. Hugo helps employees navigate HR and Fix is all about IT support, ok the name, now I get it, Fix 😊 And their customer facing bot? **Aino**. I am not sure about that one, but I feel as if I might have broken censorship guidelines including it. Michigan State FCU, their bots called **Gene**. Very Midwest.... Standard Chartered, **StraighttoBank**, for real, that's the name.... Total lack of personality, but I bet the Avatar version is cool. And then the neobanks **Grasshopper** and **Kevin**. Love those names...
- **Corporate Banking See's Some Cool AI Apps.** There are good examples this week of AI impacting the corporate side of financial services. Trade finance apps got an AI bump with some added functionality, a cross-border business payments network leveraged AI, and several business AI driven AML compliance solutions were present in the case studies this week.

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:

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[www.searchingforai.com](http://www.searchingforai.com)

