

How to re-imagine your business strategy with the emergence of Gen AI in FinTech?

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Like other industries, Gen AI is creating a buzz in the Fintech ecosystem and pushing the industry stalwarts to reimagine their business models



Generative AI could be a game changer for fintech, however data security and privacy are potential inhibitors of Generative AI application for fintech companies

1 Generative AI in Fintech (Value-Drivers)



- Generative AI can act as a key element in fintech to drive innovation and make the products more accessible and efficient
- It's capable of generating highly realistic and complex content – the use cases which can disrupt the traditional workflow norms
- It will be adopted as a function like Generative AI-as-a-Component - providing it as a component within the broader software or workflow process for FinTech's

2 Opportunities and Risks



- Generative AI may disrupt businesses by reducing the cost of automation and cutting down the possibilities of human-induced errors
- It will take the innovation to a high-level impacting (positively) businesses' productivity and efficiency
- The adoption of Gen AI comes with potential risks - AI bias, privacy & data security concerns, and compliance issues. However, clearly over time, these risks can be managed with proper measures and adjustments

3 Key business questions

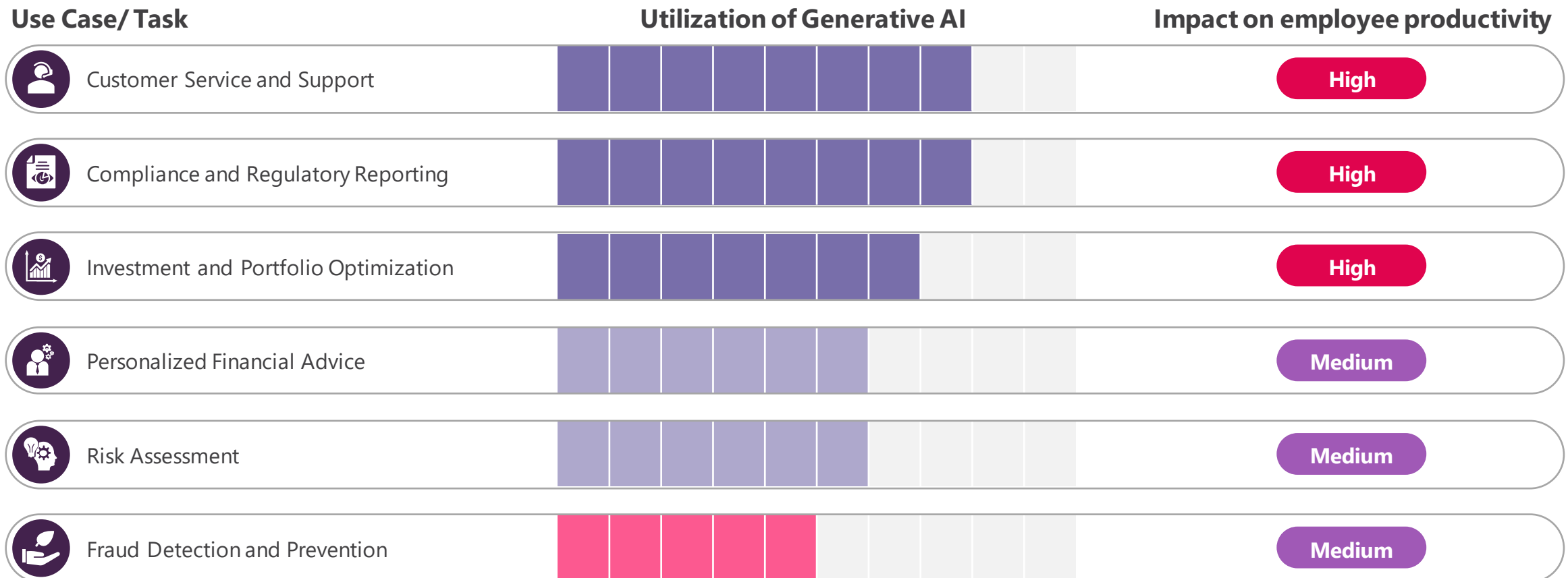


- How can generative AI be effectively integrated into fintech companies to improve decision-making, customer experience, and reduce costs?
- What are the immediate low-hanging fruits and strategic use cases for generative AI in fintech?
- What are the potential risks and limitations of implementing generative AI in fintech and how can they be mitigated?

As the realm of Gen AI continues to be explored by FinTechs, it is evident that specific use-cases hold tremendous potential for value-generation



Generative AI in fintech can offer higher accuracy with employee assistance. It will increase employee productivity 5x with higher accuracy outputs for the workflow processes or software



.....at the same time, the application of Gen AI also depends upon the segment of Fintech and the prominent use-cases within



Fraud detection & risk assessment, customer engagements and predictive analysis are some of the potential use cases of Generative AI for fintech sectors



Payment Processors

01

Fraud Detection:

Enable payment processors to simulate fraudulent activities and improve the accuracy of their fraud detection algorithms

02

Risk Assessment:

Empower businesses to identify the potential risks by analyzing data patterns & trends and allow them to take preventive measures

03

Transaction Monitoring and Compliance:

For AML and KYC regulations, Generative AI can analyze transaction data to monitor for suspicious activities, flag potential compliance violations

04

Enhanced UI/UX:

The checkout page can be improved to make payments quickly and conveniently



Neo Banks

01

Personalized AI Banker:

Potential to create a personalized AI Banker for customers to give personalized real-time recommendations on banking

02

Product Innovation:

Assist neo-banks in generating new product ideas by analyzing market trends, customer feedback, etc. AI models can offer insights into customer needs and preferences, and help them develop innovative financial products and services

03

Customer Engagements:

Generative AI enables neo-banks to offer complimentary services, and deals & discounts

04

Chatbots and Virtual Assistants:

Integration of generative AI improves customer communication helping in resolving queries of new customers



Crypto Providers

01

Predictive Analysis:

Able to predict crypto price fluctuations by analyzing historic price movement and market trends

02

Mining Efficiency:

Generative AI can improve the mining process and help crypto miners to discover new blocks faster with limited computational resources

03

Unique Digital Collectibles (NFTs):

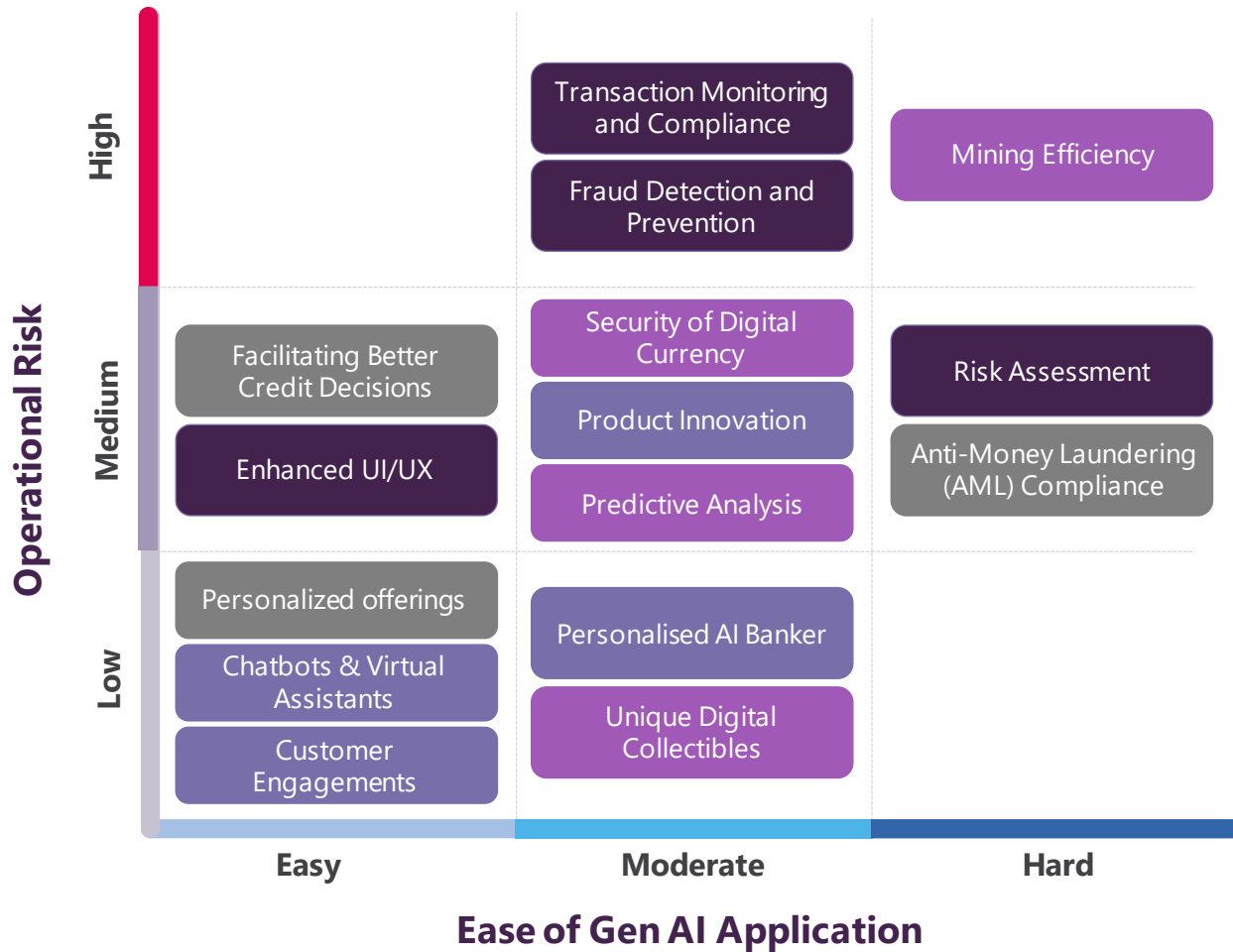
Potential to create unique digital collectibles such as trading cards, and unique avatars, which can be collected and traded

04

Security:

The security of currency can be enhanced by generating secure cryptographic keys, which are unique to each transaction – can be utilized for CDBC as well

These use-cases can also be evaluated from more strategic lenses, reflecting the investments and risks involved for a FinTech



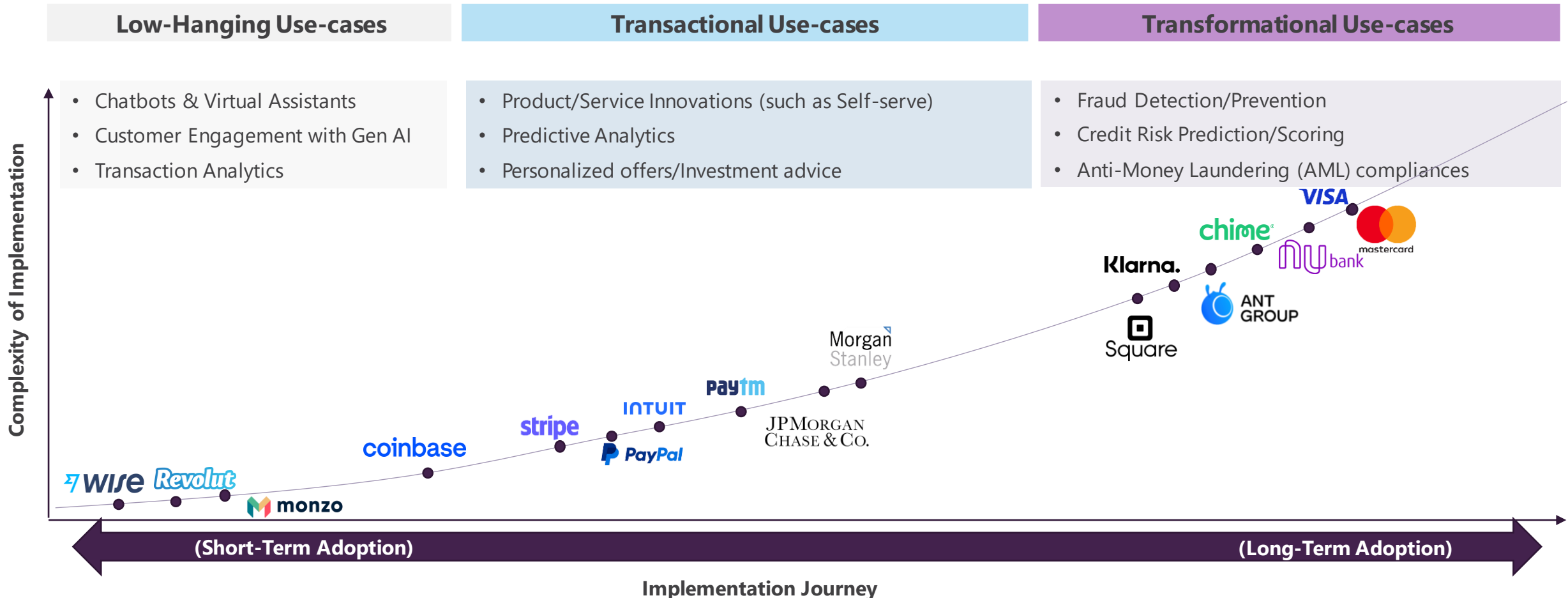
- Payment Processors
- Neo Banks
- Cryptocurrency
- Other Processes

- 01 Privacy, internal investments, and regulations & compliance are the key operational risks of fintech
- 02 Fintech businesses should prioritize the enhancement of customer experience by leveraging generative AI
- 03 Customer experience use cases are low-hanging fruits, which are easy to automate and have low associated risks
- 04 Risk assessment and mining efficiency use cases are relatively complex to automate
- 05 Evolution of generative AI would enable high/medium operational risk use cases to be easily automated in the coming future

With long-term thinking, companies are gradually work on streamlining their processes to build a scalable delivery model, powered by Gen AI



By harnessing the power of generative AI, forward-thinking fintech firms can create innovative financial products that are tailored to individual customer needs, leading to more efficient, secure, and inclusive financial ecosystems



Note: Some use cases may require significant computational power, advanced algorithms, and in-depth financial expertise, while others can be accomplished with simpler AI techniques and readily available data.

How Evalueserve Can help?



What Evaluateserve Can Offer to Support Your Business Strategies ?



Our solution portfolio enables clients to formulate a clear vision and a defined go-forward plan and thus, stay ahead of market disruptions



Identify

- Opportunity Mapping**
 - Unlock New Opportunities & Use Cases powered by Gen AI, relevant to your business
- Opportunity Assessment**
 - Identify Whitespaces and Core/Adjacent Market Opportunities, pertaining to your tech vision and biz strategy



Plan

- Product Roadmap Design**
 - Plan and prepare a robust AI-oriented tech roadmap, enabled by your baselined domain capabilities
- Voice of Customer**
 - Design your services/solutions based upon realistic customer needs and wants



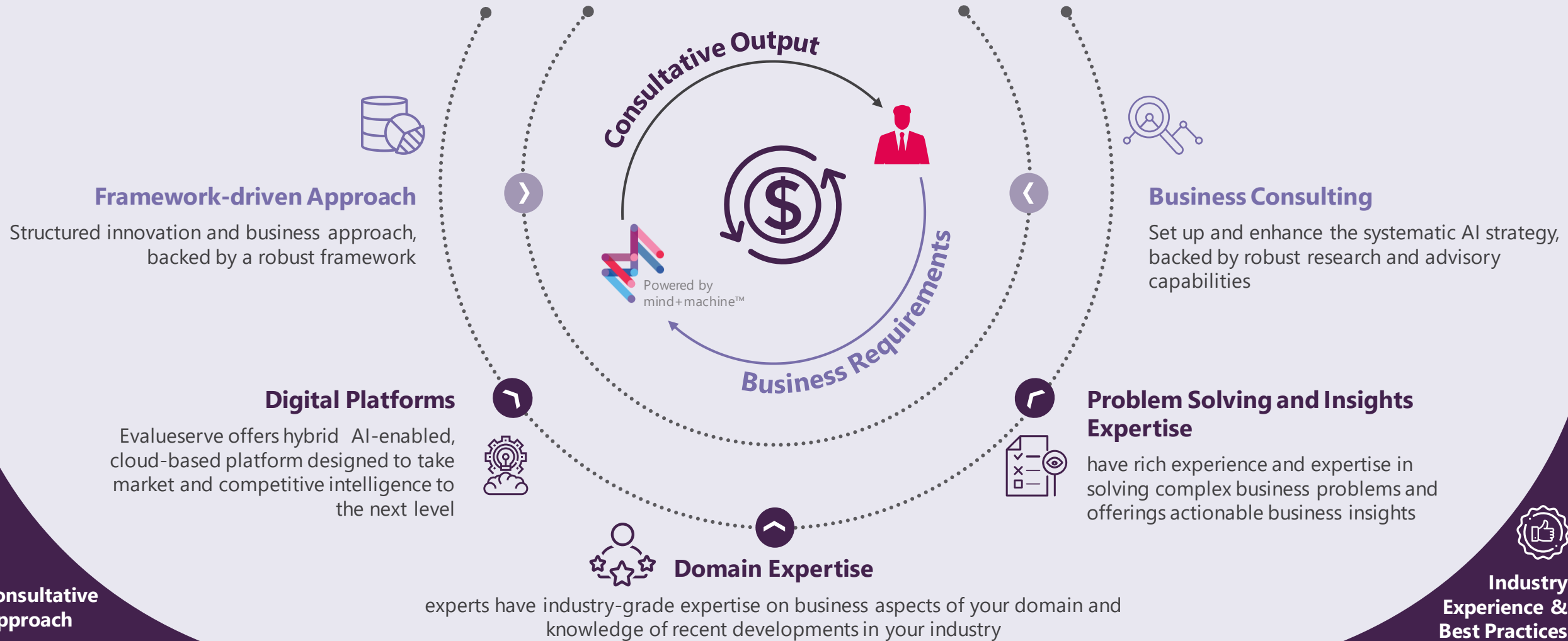
Strategize

- Partner Intelligence**
 - Strengthen the core and gain additional tech capabilities via Build, Buy or Partner Strategy
- Compete Strategy**
 - Continuous market monitoring to learn tech capabilities/AI-innovation strategy of key competitors and respond accordingly

We help clients achieve maximum impact by integrating research-driven insights, contextual innovation with strong domain capabilities

INSIGHTS · INNOVATION · IMPACT

We provide best-in-class insights, through a hybrid approach (Mind+Machine) to maximize your ROI





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