

# Driving financial service providers' growth with GenAI

As financial services providers navigate dynamic market forces in pursuit of **sustainable growth and innovation**, merely keeping pace isn't enough.

To achieve excellence in this competitive landscape, they face the dual challenges of meeting increasing **digital expectations** and adhering to **stringent privacy regulations**. Innovative GenAI capabilities hold the key to overcoming these challenges.

With GenAI-powered solutions, financial services providers can deliver **effortless customer journeys** and meet their customers' digital expectations. At the same time, it enables them to realize **crucial businesses benefits**, ranging from addressing regulatory requirements to enhancing **operational efficiencies and driving growth**.



# Transforming challenges into opportunities

AI and data analytics are pivotal to the financial services industry's evolution, offering substantial opportunities for growth and efficiency.

**According to McKinsey, GenAI holds the potential to generate 3%-5% of the industry's revenue from increased productivity.**

## Industry challenges



### Regulatory risk & data security

Organizations must maintain a dual focus on managing regulatory risks and ensuring operational processes align with strict privacy regulations like the General Data Protection Regulation (GDPR) and the Fair Credit Reporting Act (FCRA), while enhancing platform agility to adapt to evolving legislation.



### Evolving customer expectations

In today's rapidly evolving digital landscape, customer engagement and experience are paramount to strengthening brand loyalty and remaining competitive. Successfully navigating these market dynamics offers opportunities for seamless integration into your customers' digital lives, while providing highly personalized-contextual services.



### Sustainable bottom-line improvement

Amidst market uncertainties, maintaining bottom-line growth remains a primary objective, demanding a strategic focus on both revenue enhancement and cost reduction.

# Amdocs can help you navigate these challenges

Amdocs Data Intelligence is uniquely positioned to effectively integrate advanced data and GenAI technologies into your financial systems, enabling rapid adoption of your entire data stack in accordance with frequent regulatory changes, while ensuring data integrity and security.

Furthermore, by enabling you to effectively implement GenAI use cases, it empowers you to replicating the private banking experience in other bank divisions with minimum investment, boosting competitiveness and supporting bottom-line growth.

## Our suite of services includes

### **Data Analytics & AI**

We unlock actionable insights, enabling you to achieve operational excellence through advanced analytics and AI, while facilitating informed strategic decisions and promoting innovation.

### **GenAI**

We deliver GenAI use cases that elevate productivity and boost revenues, while ensuring accuracy, security, and appropriate guardrails. By employing precise prompts and carefully selected large language models, our expertise enables us to focus on the most contextually rich and relevant data, leading to targeted and meaningful insights.

### **Data Architecture**

We establish scalable, cloud-optimized data infrastructures tailored to support the industry's intricate dynamics.

### **Data Modeling**

We structure and organize data to enhance insights and support informed decision-making.

### **Data Governance**

We employ a blend of proprietary tools and methodologies to ensure data privacy, compliance, and secure data management

### **Data Consultancy**

We maximize the potential of your data to optimize customer journeys and achieve business goals.

### **Operation & Quality**

We maintain seamless data platform operations, focusing on quality, efficiency, and the flexibility to adapt to changing business and market demands.

# The Amdocs Edge

Our expertise uniquely positions us to enhance your operational and strategic capabilities. As a trusted advisor, armed with profound knowledge and innovative technology, we empower you to manage extensive data sets with unparalleled precision, drive actionable insights, and uphold rigorous data integrity.



## Advanced data management

Data-centric approach, transforming complex datasets into actionable insights and opportunities.



## Agility and comprehensive IP

Our vast team of data and BI experts deliver agile, end-to-end solutions tailored to the sector's unique challenges.



## Customized GenAI solutions

Predefined and customized AI applications empower refined decision-making, greater operational efficiencies, and maintain data integrity across all processes.



## Fast ROI

Our unparalleled ability to perform LLM integrations with legacy systems ensures rapid solution deployment for immediate issue resolution, combined with strategic adaptability, enhanced data workflows and superior analytical capabilities.