ellicium
An EMERGYS Company

Unlocking the Potential
Generative AI

77% percent of executives believe that generative AI will have a bigger impact on broader society in the next three to five years than any other emerging technology - KPMG

Top 5 use cases for BFSI

Natural Language Generation (NLG) for Reports and Insights

NLG can be used to automatically generate reports, summaries, and insights from complex financial data. It helps in creating customer- friendly reports, investment summaries, and compliance documentation, improvingcommunication and decision-making.

Personalized Financial Advice and Chatbots

Generative AI-powered chatbots can provide personalized financial advice to customers based on their financial profiles and goals. These chatbots can answer queries, offer investment suggestions, and even assist with portfolio management.

Fraud Detection and Prevention

Generative AI models can analyze vast amounts of transaction data to identify patterns indicative of fraud or suspicious activities. They can also generate alerts and recommendations for fraud prevention and risk management.

Algorithmic Trading and Risk Assessment

Generative AI can assist in developing algorithmic trading strategies by analyzing market data and generating predictive models. It can also assess and manage investment risks in real-time, helping traders and asset managers make informed decisions.

Customer Support and Virtual Assistants

Virtual assistants powered by Generative AI can enhance customer support in the BFSI sector. They can handle routine queries, provide account information, and even assist with simple transactions, offering 24/7 support to customers.

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