



A Guide to Generative AI in Financial Services

For Australia and New Zealand



It's time for your next visit with your advisor.

[Schedule appointment](#)

Einstein

[Prep for meeting](#)

What should I know about Emily before our meeting?

Emily _____

Here are five options based on Emily's account.

[Edit](#) [Add to notes](#)



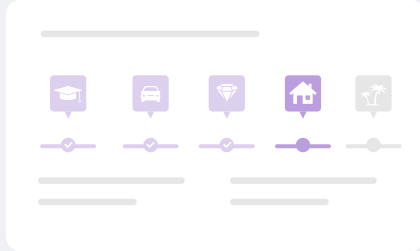
Draft an email based on my meeting with Emily.

Einstein

Hi Emily,

Sincerely,
Brian

[Edit](#) [Send](#)





A Guide to Generative AI in Australian Financial Services

The core message of this report is straightforward: while the adoption of AI is crucial for future competitiveness, it does not require an overnight overhaul. Instead, the first step in strategically integrating AI involves a shift in organisational mindset.

This foundational change in thinking will set the stage for what could be the next major disruption in the financial services industry, setting institutions on a path to not just adapt but lead in the post-AI landscape.

The AI opportunity

We're on the cusp of entering what could be described as the post-generative AI era, a shift as significant as the transition from analog to digital in the late 90s and early 2000s. Just as those who were slow to adopt digital technology found themselves outpaced, financial services organisations that ignore the march toward fully integrated AI risk falling irretrievably behind. The stakes are high – losing star talent and customers and falling behind in risk management and security capabilities are real challenges for institutions that aren't already preparing for AI-first operations.

Conversely, the opportunities for those who adopt AI are significant. [McKinsey insights](#)¹ reveal a notable potential uplift from AI adoption in the banking industry, estimating a productivity boost that could add \$200 billion to \$340 billion to annual revenue – a 3 to 5% increase. It's no surprise that [86% of financial services AI adopters](#)² say that AI will be very or critically important to their business's success in the next two years.



AI will be a greater disruptor than digital, mobile and cloud technologies. An AI-first approach, focused on outcomes can amplify the human in banking, creating customer and employee experiences that are hyper-personalised, relevant, and timely.

William Jung, Director of Product for Sales and Service Experience, Macquarie Bank



AI could add up to
\$340 billion
in **annual revenue**
to banking



AI also stands to alter the experience of people in financial services for the better. William Jung, Director of Product for Sales and Service Experience at Macquarie Bank, explains, “AI will be a greater disruptor than digital, mobile and cloud technologies. An AI-first approach, focused on outcomes can amplify the human in banking, creating customer and employee experiences that are hyper-personalised, relevant, and timely.”

However, despite these promising projections and some early successes, many in the financial services industry remain cautious about AI, largely due to stringent compliance and security requirements. With [79% of financial services customers](#)³ unsure about trusting AI, business leaders must prioritise building trust and demonstrate responsible AI practices to move forward successfully.



We see significant opportunity by leveraging AI and equipping our Advisers with an AI Co-Pilot to augment our advice process, provide client insights and recommend next best actions that will enable our Advisers to better service their Clients.

**Matt Neubauer, Chief Information Officer,
Morgans Financial Limited**



of financial services customers are
unsure about trusting AI



The three mindsets of AI in financial services

The shift to AI-first financial institutions is not one-size-fits-all and can be conceptualised through one of three mindsets: renovate, evolve and transcend. This is not a sequential process, and while you may prioritise one mindset, it's necessary to think about all of them as you embark on your AI journey. The beauty of mindsets is you can shift between them, moving between the practicality of testing an AI co-pilot while also engaging in blue sky, transcend-style thinking about how AI may make your organisation both a leader and disruptor in financial services.



1

Renovate

Leveraging Co-pilots to increase responsiveness by bringing the back office forward:

- ✓ Existing Operating Model
- ✓ AI makes suggestions
- ✓ Summarise & generate data
- ✓ Abstract from Legacy Systems



2

Evolve

Leveraging Digital Colleagues to build customer intimacy faster by unlocking new ways of working:

- ✓ New Operating Model
- ✓ Employees delegate to AI
- ✓ Interrogate data to validate suggestions
- ✓ Transition from Legacy Systems



3

Transcend

Leveraging Customer Agents to play new roles in customers' lives through adaptive relationships:

- ✓ New Business Model
- ✓ Customer delegates to AI
- ✓ Empower customers with proactive data
- ✓ Beyond banking to address Customer Domains



Renovate

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Renovate

Most organisations today have adopted the mindset of renovate, using AI to enhance and refine their current operations while building trust in AI's capabilities with employees and regulators. Renovate invites institutions to integrate AI to streamline and enhance their existing operations, and it's where value will be realised in the short term, making it the obvious starting point. This mindset focuses on quick wins – implementing AI co-pilots to improve efficiency in tasks like summarisation and content generation while ensuring that humans remain in control with AI supporting their decision-making processes to build foundational trust in the technology.



Evolve

Leveraging Digital Colleagues to build customer intimacy faster by unlocking new ways of working:

- ✓ New Operating Model
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Evolve

Evolve pushes the boundaries on AI's capabilities further, rethinking how financial services operations can be transformed and building trust with customers. This mindset expands the role of AI from a productivity booster to becoming a core component of the broader business strategy, evolving into digital colleagues that enhance customer intimacy and operational agility.



Transcend

Leveraging Customer Agents to play new roles in customers' lives through adaptive relationships:

- ✓ New Business Model
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Transcend

Though largely aspirational at present, transcend involves using AI to create an entirely new business model that could disrupt the financial services landscape. This phase imagines a future where AI defines new paradigms of customer interaction and service delivery, requiring institutions to build trust in AI throughout their ecosystem. Where we stand today, to transcend could be compared to envisioning Uber at the time of the iPhone's launch.



The wonderful thing about mindsets is you can shift between them, moving between the practicality of testing an AI co-pilot while also engaging in blue sky, transcend-style thinking about how AI may make your organisation the next disruptor in financial services.



The evolution of AI: from co-pilot to colleague to customer agent

Corresponding with each mindset is a vision for how we work alongside and communicate with AI. Today, financial services are implementing AI co-pilots into their flow of work, but it won't be long until we evolve to digital colleagues and transcend with AI agents that engage with customers and amplify various critical financial sector capabilities, like compliance, security and risk management expertise.



Co-pilot

AI co-pilots are used to augment existing processes in the current flow of work and bring the back office forward by making sense of real-time and structured data, untrapped from legacy silos.

Co-pilots can leverage the full suite of processes for content generation and summarisation while providing transparency, citation, and auditability to maintain trust and compliance.

Digital colleague

Digital colleagues help build deeper customer relationships by unlocking new ways of working and automating processes. These systems enhance the personalisation of customer interactions, improve forecasting, and act as personal assistants, advocates of compliance and security considerations, collaborators and coaches to employees, capable of autonomously surfacing insights and separating signals from noise. Importantly, leadership and staff can still validate the judgements of digital colleagues with data.

Customer agent

AI is envisioned as a customer agent that will play new roles in customer lives, adapting core and ecosystem products and services to customer needs through data-driven, situational engagements and alignment with long-term life goals.

Financial services use cases of AI with significant impact

The banking sector comes second only to the high-tech industry when [measuring the potential productivity impacts of generative AI](#).⁴ Key functional areas where AI is poised to make a profound difference include marketing and sales, customer service, software engineering, risk, security, compliance and legal operations.

These use cases will be strengthened for financial services if AI has industry-specific capabilities. There's a growing desire for AI solutions developed specifically for financial services, which is why Salesforce is developing generative AI capabilities like transaction disputes on the Einstein 1 Platform.



Compliance and IT

AI is transforming compliance and IT by reducing human error with features like automated call summarisations, verification checks and improved auditing. AI could [cut compliance costs by 6-10%](#)⁵ by streamlining processes like identification, verification, and risk screening.



6-10%

**decrease in
compliance costs**



Service

In customer service, AI co-pilots are already boosting response quality and speed, and done right, digital service can [reduce service costs by 25%](#).⁶ Copilots use dynamic data and communication prompts for sharper chatbot responses, utilise AI search and customer data for contextual replies, guide agents with recommended next-best actions and provide automated call wrap-ups to save them time.

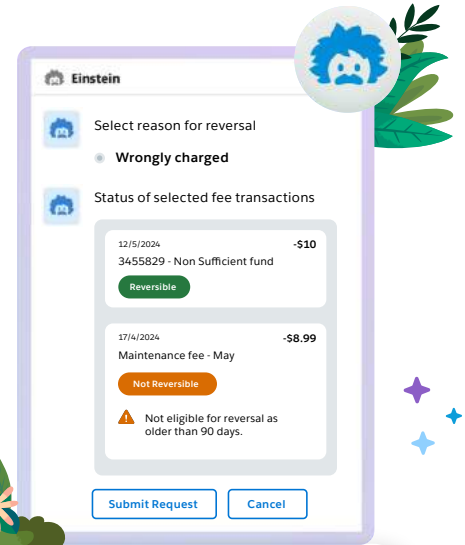


25%

reduction in service costs



It's often said good service is a trade-off between intimacy and efficiency. With AI, that's no longer true. AI is unlocking substantial value in financial services, redefining how sales, service and marketing teams engage with customers.



Sales

AI is revolutionising sales by surfacing insights, scoring leads, generating personalised follow-up emails, and producing more accurate forecasts and reports. These tools help financial institutions use data to anticipate and meet customer needs more effectively, so they can spend more time on strategy and customer engagement, and less on admin. It's no surprise that [61% of sales professionals](#)⁷ say it helps them better serve customers.



61%

say it helps them
better serve customers



Marketing

AI-driven marketing delivers campaign content that is personalised to each customer's preferences, engagement history and past purchases, significantly enhancing conversion rates. Marketing automation can also bring sales and marketing teams together to shorten sales cycles, making valuable data visible across the customer journey.

[One bank testing Einstein Copilot has seen engagement jump three to four times](#).⁸



3-4X

**increase in engagement
with Einstein Copilot**

Fighting fire with fire: reducing risk and increasing compliance with AI

The AI-first future is full of uncertainties, including for risk and compliance outcomes. With new creative capabilities for cyber adversaries and defenders, financial organisations must understand both the offensive and defensive nature of AI.

Emerging risks

On the one hand, generative AI enables the mass personalisation of attacks at an unprecedented scale. Two of the [ten new security risks identified by the Open Web Application Security Project⁹](#) (OWASP) are prompt injections, where attackers manipulate AI inputs to provoke unintended actions, and insecure output handling, where software inappropriately trusts AI-generated content without proper validation.

Greater security

On the other, generative AI also equips security teams with enhanced capabilities, enabling them to do more with less and providing the scale needed to address complex security challenges. With AI, one person can achieve the security workloads of larger teams. This capability includes creating and using synthetic data to simulate potential attacks, allowing organisations to anticipate and mitigate these tactics effectively – essentially enabling them to ‘fight fire with fire’.

Enhanced compliance

Beyond enhancing security, AI also plays a crucial role in compliance. By automating and refining compliance processes, AI can improve accuracy and efficiency in meeting regulatory requirements. It streamlines data management and analysis, ensuring financial organisations can more easily adhere to evolving laws and regulations.

Financial organisations must adopt a proactive approach, employing AI not just to keep pace with competitors but to stay ahead of potential threats. By doing so, they can not only safeguard their operations but also enhance their compliance frameworks, securing a competitive edge in the rapidly evolving financial sector.



AI is providing the scale needed to address complex security challenges. With AI, one person can emulate the security practices of 10 or 15-person teams.



Building trust in uncertainty

Integration of AI into financial services is as much about innovation as it is about reinforcing trust. Despite the potential for AI to strengthen security and compliance, [nearly half of all executives and 59% of consumers¹⁰](#) harbour concerns about AI security.

Successfully managing the intersection of innovation and trust hinges on taking calculated risks and learning from historical shifts in technology, such as the widespread adoption of cloud technology. Salesforce [Einstein Trust Layer](#) embeds robust controls across [Financial Services Cloud](#) and all CRM apps, delivering secure conversational AI that meets the needs of the highly regulated financial services industry.

To build trust with stakeholders, financial institutions can adopt a renovate mindset, starting with limited use cases that keep a human in the loop, so employees, customers, and regulators to see and experience the benefits of AI firsthand. By demonstrating AI's positive impacts incrementally, financial services can secure the widespread buy-in necessary for broader adoption.



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The next financial services disruptor

Salesforce has reinforced its commitment to AI in the financial services industry by fundamentally reengineering the [Einstein 1 Platform](#) to include industry-specific capabilities that are ready for deployment in your existing ecosystem. The platform has been designed to support unstructured data, simplify data management, and embed AI seamlessly into workflows, while maintaining a high degree of transparency and accountability through a robust trust layer and referential integrity. As well as providing out-of-the-box solutions for financial services, the platform's open architecture offers flexibility to tailor AI applications to specific customer and business needs while adhering to regulatory standards.

With [70% of financial services executives constrained by time and budget](#)¹¹ in developing client-centric AI solutions, it's no surprise that the majority want to leverage AI in their existing enterprise solutions. With Salesforce already a central system for customer data, the Einstein 1 Platform makes it straightforward to upgrade your tech stack with trusted AI. By accelerating the adoption of AI and enhancing trust and compliance, Einstein 1 is paving the way for the next disruptors in the financial services industry to emerge.



Key contributors



Eran Agrios

SVP & GM, Financial Services, Salesforce

Eran Agrios is the SVP & GM, Financial Services at Salesforce. She is responsible for the product and solution strategy and portfolio for Financial Services customers globally. Eran has over 20 years of experience in customer relationship management technology and brings a unique perspective on technology trends and transformation. She helps transform businesses by optimising for growth and impact while putting their customers at the centre of every interaction.

For the last 14 years at Salesforce, Eran has focused on Financial Services customers across Wealth Management, Banking, and Insurance. Over the last 6 years, her focus has been growing the Financial Services product & partner portfolio including launching Salesforce's first industry product, Financial Services Cloud.





Gayan Benedict

CTO (ANZ), Salesforce

Dr Gayan Benedict is the Chief Technology Officer of Salesforce Australia and New Zealand. Prior to joining Salesforce, Gayan was the CIO of the Reserve Bank of Australia, where he oversaw the delivery of the New Payments Platform, modernisation of the RBA's banking platforms, and uplifting the bank's cyber security operations. Prior to the RBA, Gayan was a technology executive at Westpac and Oracle Corporation.

While at the RBA, Gayan completed his doctorate at UTS in the field of regulating blockchain technologies in the Australian financial system. In 2019, Gayan became a UTS industry research fellow and in 2022 was awarded a Fulbright Scholarship to Georgetown University in Washington DC to research the governance challenges of AI-enabled blockchain systems.

In 2023, Gayan became an MIT industry research fellow at the Center for Information Systems Research in the Sloan School of Management. Gayan has represented Australia since 2016 on the ISO Technical Committee for Blockchain Standards, and earlier this year became chair of Standards Australia's Committee on blockchain and distributed ledger technologies.





Robert Whitaker

RVP, Industry Advisory - Financial Services, Salesforce

Rob leads Industry Advisory focused on the financial services vertical within APAC. He assists customers in driving value from their investments in Salesforce's industry solutions and supports the evolution of these solutions to support the current needs of financial services customers. With 15+ years in the industry, Rob led a number of transformation initiatives, from core system replacement/consolidation, master data management, merger & acquisition, and multiple digital transformation programs.

From strategy to execution, Rob led one of the largest Salesforce implementations in financial services within the region. This spanned all business lines across 10,000 users, introducing Salesforce as the core backbone for all engagement channels with customers replacing 40+ legacy systems. With a passion for large-scale digital transformations, Rob's unique combination of strategy, architecture, and execution experience enables him to traverse large complex programs and help customers in delivering on strategic business outcomes.



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Contact us

Give us a call.

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