

Unlock the power of generative AI in financial services

The rise of generative AI is a revolutionary moment in financial services — not unlike breakthroughs in cloud computing, digital banking, and real-time payments. The swift adoption of gen AI is critical for FSIs to secure their position as leaders in the digital age.



Generative AI is redefining experiences

With the rise of semantic search and gen AI, it's easy to imagine a world where FSIs can tailor experiences for customers and employees with personalized, relevant, and prescriptive responses to questions. The opportunity is enormous - Gen AI is projected to create economic value exceeding [\\$250 billion*](#) for FSIs.

Generative AI's power lies in private, domain-specific data. Leveraging your private data unlocks relevant, context-aware gen AI responses using natural language queries from both customers and employees, facilitating real-time access to answers.

Real-world generative AI use cases for financial services

Customer experience

Increasing revenue & profitability



Retail banking assistant
Question answering, tailored search experience



Automated customer service
Self-service interactions via chatbots



Virtual financial advisors
Automated investment portfolios & financial planning



Interactive loan assistant
Loan approval recommendations & next best action

Employee experience

Improving productivity & reducing costs & risks



Fraud detection summarization
Anomaly detection / transaction summary and next best action



Enhanced customer service
Customer support agent knowledge base assistance



Risk management
Mitigate financial risk with BloombergGPT



Virtual assistant
GAI-based information retrieval & summarization

*Source: McKinsey

The massive promise of gen AI

The power behind AI is search — a critical piece of a company's infrastructure that can transform personalization, automation, and productivity:



Increased efficiency

Delivering the right information, faster with process automation



Improved customer experience

Presenting personalized answers and recommendations



Accelerated competitive differentiation

Providing innovative experiences and timely responses

Your data unlocks the best gen AI responses

The key to creating business value with gen AI is your proprietary data. Using context windows, gen AI can integrate with your data whether it's unstructured, structured, or semi-structured to deliver highly relevant, contextual responses based on natural language queries.

- **Customer information:** Past purchases or interactions, location, what they own, contract details
- **Product details:** List of products, specifications, inventory levels, product promotions, documentation, support resources
- **Process documentation:** Service level agreements, who to contact for what, how to self-serve

Most critically, you need an AI solution that securely protects private and sensitive data, respects access permissions, and lets you maintain full control over your data.

The Elastic AI value proposition

Trusted by more than 50% of Fortune 500, Elasticsearch provides a safe, cost-effective approach to building relevant, gen AI enterprise experiences with *your* proprietary data. So you easily operationalize **privacy-first gen AI in real time, at scale.**

- **Maintains security and confidentiality:** Recognizes and implements the appropriate access to the user and data, removes private information
- **Delivers the most relevant content:** Before gen AI composes a response, Elasticsearch delivers the most relevant content to best answer the query
- **Reduces costs:** By providing the information most relevant to the query, less compute and storage resources are required
- **A complete platform for AI apps:** End-to-end platform to build and deliver AI search applications

Get the latest on gen AI and Elasticsearch

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