Gartner

Navigating the $94.6B Banking AI Race

A strategic guide for tech services leaders

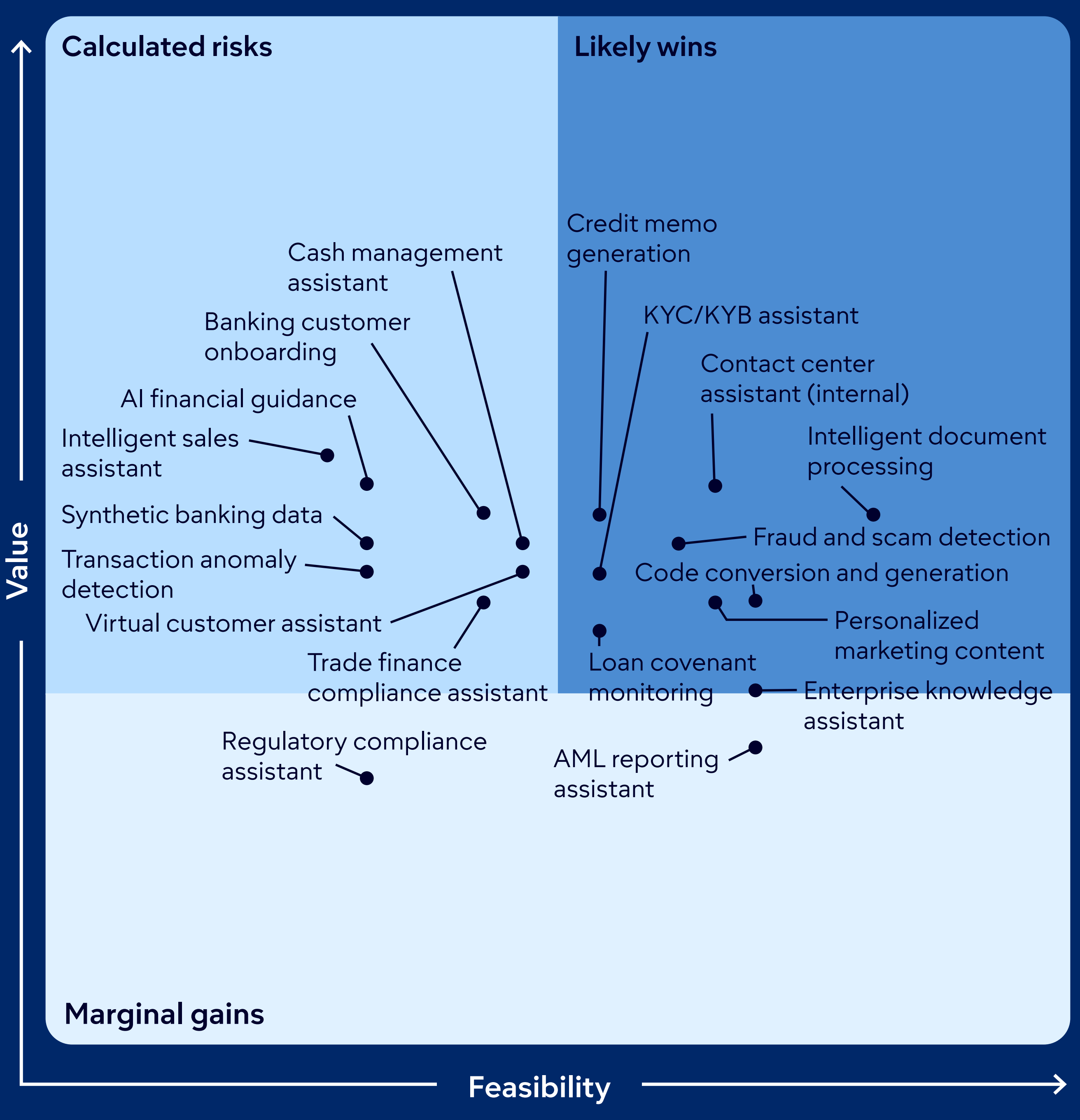
To compete in the projected $94.6 billion banking AI market, tech services leaders must move beyond generic AI and build industry-specific portfolios. Key steps include:

1. **Focus on measurable business value.** Work consultatively with business leaders to design repeatable, scalable solutions that drive revenue growth, operational excellence and cost optimization.
2. **Prioritize likely wins.** Instead of general AI applications, focus on highly feasible, high-value, banking-specific use cases.
3. **Leverage strategic partnerships.** Partnering with established AI vendors with deep, proprietary knowledge of the banking industry bridges expertise gaps and delivers validated solutions.

Focus on measurable business value

Gartner analysts have mapped high-value banking AI use cases, offering a strategic roadmap for tech services leaders to sharpen and expand their offerings.

Generative AI use-case assessment for banking



Prioritize likely wins for immediate impact

Know your customer/know your business assistant

Aggregate, analyze and monitor client data from multiple sources, with real-time alerts and automated reporting.

Credit memo generation

Extract and evaluate data from multiple sources to assess creditworthiness and generate policy-compliant credit memos.

Loan covenant monitoring

Extract and categorize covenants from loan agreements, monitor compliance in real time and generate regulatory reports.

Enterprise knowledge assistant

Help banking employees quickly find information, interpret documents and answer queries — reducing time spent searching across disparate systems.

Intelligent document processing

Automate data extraction from financial documents to support contract prefilling, credit spreading and customer onboarding.

Contact center assistant (internal)

Synthesize customer interactions to help agents generate FAQs, perform smart searches and deliver personalized guidance based on customer needs.

Personalized marketing content

Generate personalized marketing content across text, image, video and audio — tailored to each customer's financial context, language and cultural preferences.

Fraud and scam detection

Detect, prevent and mitigate banking fraud, using AI and real-time analytics, and improving case investigation efficiency and overall security.

Code conversion and generation

Automate code translation, error detection, standards enforcement and test creation to improve software quality, reliability and security.

Leverage strategic partnerships

Access the full Gartner insights and identify leading partnership opportunities. Talk to us today ↗

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