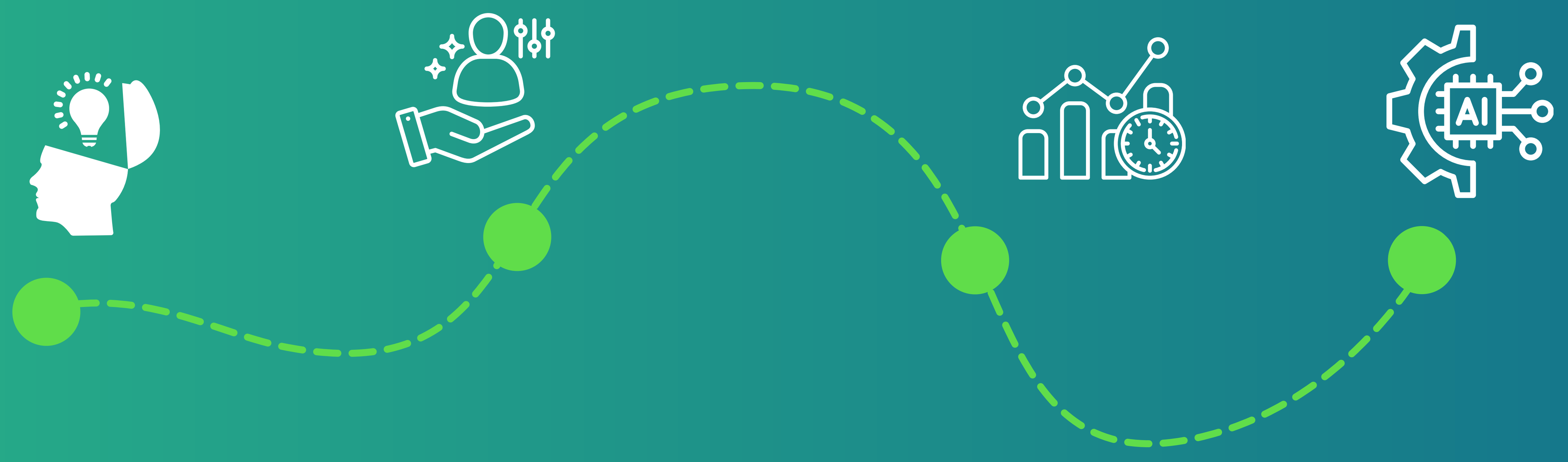
Why NOW is the Time for AI in Banking

The global AI in finance market is projected to grow from **$38.36** billion in 2024 to **$190.33** billion by 2030*

Nearly **70%** of financial services companies reported AI-driven revenue increases**

70% of consumers want their banks to analyze their financial activities to recommend steps for improving their financial health.****



Customer/member expectations are shifting toward personalized, real-time, data-driven experiences. By automating routine tasks, financial institutions can free up staff to focus on higher value work, improved efficiency, and enhanced service

How to Implement AI in Financial Institutions

- **Deposits & Lending**
- **Operations & Efficiency**
- **Member Engagement**
- **Risk, Fraud & Compliance**

91% of U.S. banks use AI for fraud detection***

Up to 50% of repetitive tasks can now be automated with AI.***

AI-powered tools process transactions up to 90% faster than traditional methods.***

Benefits for Financial Institutions

- Improved Operational Efficiency
- Cost Savings and Revenue Growth
- Enhanced Fraud Prevention
- Better Data-Driven Decision Making

AI isn't the future, it is now. Engage fi helps guide your bank and credit union through your AI initiatives. Learn more at www.engagefi.com.

*https://www.glassbox.com/blog/ai-in-banking/ **https://www.statista.com/topics/7083/artificial-intelligence-ai-in-finance/?srsltid=AfmBOoqwQQOv6qc52dOArUdAZeMBPZBmV_xz2Bk5gjqWG3bLtrX0P405#topicOverview ***https://artsmart.ai/blog/ai-in-finance-statistics-trends/ ****https://personetics.com/resource-center/personetics-study-banks-risk-customer-exodus-over-ai-advice/#:~:text=The%20research%20indicates%20that%2070,bank%20understanding%20their%20financial%20needs.