The top banking users of AI have prioritized securing and training talent

**The finding:** According to a UK-based intelligence platform's analysis, JPMorgan and Capital One are winning the AI race thanks to their on-staff AI experts.
These findings are based on Evident’s AI Index, which independently ranks the AI maturity of 50 of the world’s largest banks based on publicly available information.

**The results:** Ranking in the top two spots across all categories, JPMorgan claimed first place overall for the second year in a row.

- The analysis gives the highest weighting to the Talent category, at 45%, with Capital One and JPMorgan ranking first and second, respectively. This category analyzes the AI capabilities of a financial institution’s (FI’s) staff, along with its success in retaining, attracting, and training staff in AI.
- Innovation, weighted at 30%, measures investment in AI research, patents, partnerships, and engagement in the open-source development ecosystem. For this category, JPMorgan and Capital One switched places, at first and second place.
- Weighted at 15% is Leadership, which assesses a FI’s focus on AI in public communications, and its AI narrative across owned media channels. DBS ranked first and JPMorgan second in this category.
- The Index also evaluates a FI’s Transparency, or its focus on responsible AI usage through thought leadership, partnerships, and hiring decisions, which is weighted at 10%. JPMorgan won this ranking, followed by Royal Bank of Canada (RBC).

**AI talent wars:** Capital One and JPMorgan both secured a significant mass of AI-related talent relative to their total number of employees—something FIs will need to prioritize if they want to keep up.

- Staff with AI talent know they’re in high demand. For every three AI hires in the financial sector, FIs lose two.
- Top AI talent can come with a **hefty price tag**, prompting bidding wars across multiple industries.
- This year, Morgan Stanley suffered from the **highest** AI talent attrition rate, while JPMorgan had the lowest.

**AI innovation:** FIs that fail to not only embrace AI but innovate using it risk **falling further behind the leaders**.
- No FI can dominate AI innovation by itself, which is why collaborative development through open-source environments is so necessary.
- Leading FIs dedicate research teams to AI and publish their research, which helps to attract top AI talent.
- JPMorgan released the most research papers on AI in the last six years, and Capital One filed the most AI-related patents and had the most AI-related Github repositories.

**Key takeaways:** FIs know they must adopt AI to remain competitive through what McKinsey has called "The Great Transition." However, having and adopting AI is only a small part of the equation.

- Successfully implementing AI to optimize operations, marketing, and customer service requires staff that knows how to use it. Plus, innovation mandates that talent pushes the limits of AI.
- FIs which invest heavily in ensuring their staff understands how AI can make their functions more effective and efficient will continue to pull ahead.

---

**Ways in Which Generative AI is Being Integrated into the Banking Industry According to US Banking Executives, Oct 2023**

% of respondents

<table>
<thead>
<tr>
<th>Task</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generating content related to employee productivity, such as responses in email, documents, and presentations</td>
<td>57%</td>
</tr>
<tr>
<td>Assisting in creating new marketing content or campaigns like advertisements, offers, social posts, etc.</td>
<td>55%</td>
</tr>
<tr>
<td>Assisting in code creation for applications/software</td>
<td>50%</td>
</tr>
<tr>
<td>Summarizing complex financial information, such as financial reports or prospectus</td>
<td>49%</td>
</tr>
<tr>
<td>Summarizing capital market research for client briefings and faster investment decision making</td>
<td>49%</td>
</tr>
<tr>
<td>Enhancing chatbots and virtual assistants for customer interactions</td>
<td>48%</td>
</tr>
<tr>
<td>Predictive modeling of risk scenarios</td>
<td>40%</td>
</tr>
</tbody>
</table>

Source: Google Cloud as cited in press release, Oct 23, 2023