

# Banking executives leverage generative AI to boost employee productivity

Article

## Ways in Which Generative AI Is Being Integrated Into the Banking Industry According to US Banking Executives, Oct 2023

% of respondents

Generating content related to employee productivity, such as responses in email, documents, and presentations

57%

Assisting in creating new marketing content or campaigns like advertisements, offers, social posts, etc.

55%

Assisting in code creation for applications/software

50%

Summarizing capital market research for client briefings and faster investment decision-making

49%

Summarizing complex financial information, such as financial reports or prospectuses

49%

Enhancing chatbots and virtual assistants for customer interactions

48%

Predictive modeling of risk scenarios

40%

Source: Google Cloud survey conducted by The Harris Poll as cited in press release, Oct 23, 2023

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**Key stat:** Over half (57%) of US banking executives are using generative AI to help employees be more productive, according to an October 2023 Google Cloud survey conducted by The Harris Poll.

### Beyond the chart:

- It's imperative for banks to invest in AI or risk falling behind their peers.
- JPMorgan Chase and Capital One are the banks furthest along in their AI journey, according to UK-based intelligence platform [Evident's AI Index](#), which ranks the AI maturity of 50 of the world's largest banks.
- JPMorgan scored top marks across innovation and transparency pillars, while Capital One leads the talent pillar, featuring the highest density of AI development and data engineering roles as a percentage of the bank's total headcount.

### Use this chart:

- Highlight uses of generative AI in banking.
- Determine the level of generative AI implementation across US banks.
- Apply AI insights from banking to other industries.

## More like this:

- Boomers want tech to help them manage money, stay informed
- The goalposts keep moving even faster for AI integration in banking
- Privacy concerns don't get in the way of Gen Z's enthusiasm about AI-enabled banking
- Banks get real about the disruptive challenges of generative AI in 2024

*Methodology: Data is from an October 2023 Google Cloud survey conducted by The Harris Poll as cited in press release. 350 US banking executives responsible for generative AI were surveyed online by The Harris Poll during October 2-11, 2023.*