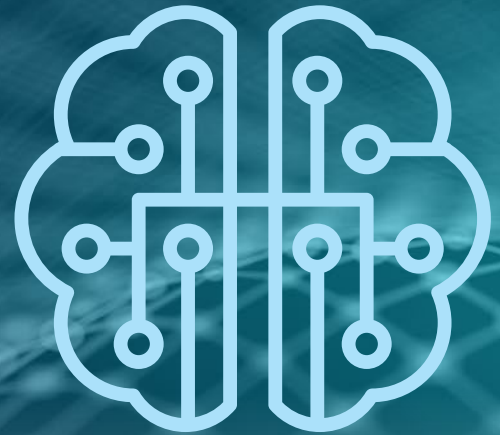# Artificial Intelligence
At-a-Glance

Artificial Intelligence analyzes data to identify patterns and make "human-like" decisions.

A combination of **technological advancements, increased interconnectedness**, and **granularity of data** have led to renewed excitement in this space.

AI can help meet customers' needs and generate revenue across all areas of the bank.

Lending:
- AI can help expand credit access
- Improve underwriting
- Provide a more seamless user experience for borrowers

$2B

Customer Relationship Management:
- AI can bridge the gap between digital convenience and customer relationships
- Automate tasks

$2.2B

Operations:
- AI can improve operational efficiencies
- Allow banks to reach more customers

$1.1B

Compliance:
- AI can lower the cost of compliance
- Allow banks to more efficiently meet customers' needs

$700M

Anti-fraud Protection:
- AI can improve operational efficiencies
- Allow banks to reach out to more customers

$700M

Total Opportunity = $6.7B

Widespread adoption of AI does come with challenges, however:
- Appropriate regulation. Rulemaking for AI remains unchartered territory.
- Organizing backend systems into a single usable data set.
- Competing with BigTech for skilled developers and AI talent.

Read the full Understanding Artificial Intelligence report at aba.com/Fintech

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