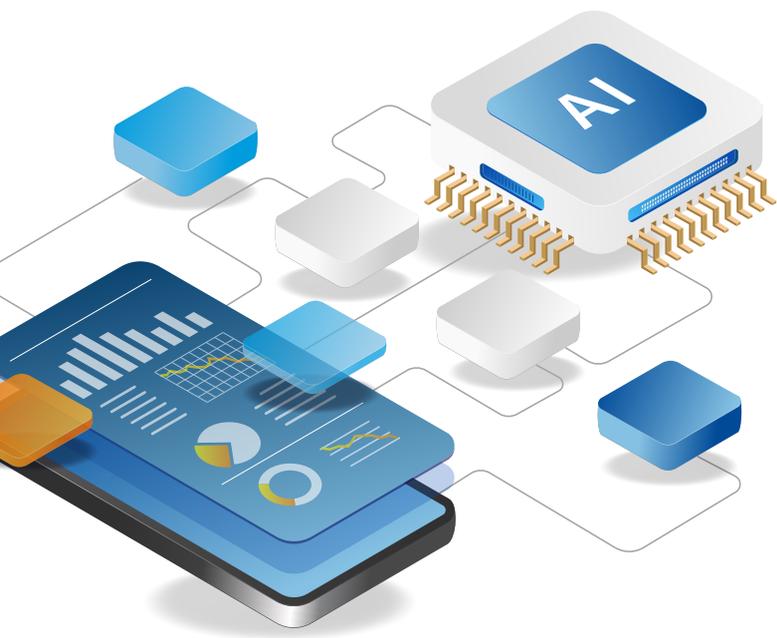# AI ARTIFICIAL INTELLIGENCE IN ACTION

Taking the Pulse of Financial Professionals

PNC Treasury Management recently conducted a survey of over 120 finance professionals at the national AFP conference to understand their organization's current AI-technology capabilities and adoption.

EXAMINING THE APPETITE FOR AI

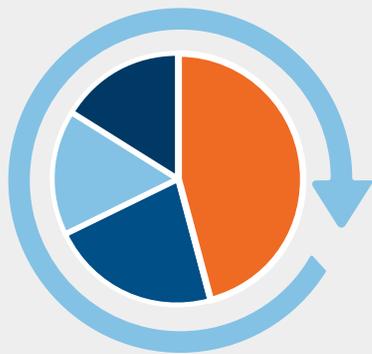### INTEREST IN AI IS HIGH

76% of organizations surveyed have already embarked on their AI journey

32% have AI initiatives in progress

44% are currently exploring AI opportunities

TOP GOALS FOR AI IMPLEMENTATION

- **46%** improve efficiency in business operations
- **22%** enhance decision support
- **16%** generate new sources of revenue
- **16%** reduce costs

TOP AI IMPLEMENTATION HURDLES

- skills/knowledge **34%**
- data privacy concerns **17%**
- unclear ROI **17%**
- implementation costs **10%**

WHAT AI TECHNOLOGY ORGANIZATIONS WANT FROM THEIR BANK

45% asked for predictive analytics and forecasting

23% want AI-driven risk assessments

18% welcome AI-powered personalization of banking services

12% would use virtual assistant support

According to the survey data, there is a significant desire among participants to explore AI applications with their bank.

PNC rigorously evaluates new applications of AI technology and the potential benefits and risks they carry. Our track record demonstrates our commitment to supporting clients in driving innovation, navigating new technology and overcoming the challenges that come along with digital transformation.

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