

## Leveraging the AI opportunity

Artificial intelligence has an incredible opportunity to change the world for the better.

We're seeing massive opportunity to leverage the new technologies in

Artificial intelligence, in areas like life sciences and the creation of medicine, in operational processes to make things more efficient.

The impacts that generative AI can have for all of us are going to be exceptionally exciting in the years to come.

AI at HSBC is incredibly exciting.

It all starts and ends with delivering a better customer experience.

It can make everything we do better, faster and safer.

That's everything including mobile banking, desktop banking and all the ways that you interact with HSBC.

With generative AI, in particular we're focused on use cases to make our internal processes more efficient and make our customer experiences better.

Artificial intelligence has many different potential use cases at HSBC.

One that I'm most excited about is a use case around software developer augmentation.

We're going to be able to make not just software engineering more fun but make it more safe and make it faster.

And software engineering has cascading effects for our entire business.

We're able to push new features out to our clients.

Everyone can feel the difference when software engineers become more effective.

Another great use case at HSBC is all about operational efficiency and how we can start to improve our manual processes and make those faster.

That impacts the customer when they call a contact centre and ask to get something done, they'll be routed to the right team faster and they'll get what they need.

At HSBC, we're also focused on effectively managing the risks of artificial intelligence.

There are a few things that we really focus on.

One is the performance and the accuracy of artificial intelligence.

The second is the legal and regulatory compliance of artificial intelligence.

And the final category that we focus on is around the fairness, ethics, accountability and transparency of artificial intelligence.

All three of those different pillars are things we need to focus on to ensure that we can deliver artificial intelligence safely to our customers.

Working the AI space at HSBC is exciting.

The industry is moving incredibly quickly, and it almost feels like every week we have to retain and reskill.

At HSBC, we're not just making sure that our AI experts are skilled appropriately.

We're actually building training capabilities so that our entire organisation can be what we call AI literate.

And it really creates an environment where we're all learning together.

Innovation comes from the ground up.

And so, making sure that our entire community is AI literate is exceptionally important both for the opportunity of delivering a better experience but also effectively managing the risks.

Artificial intelligence has the opportunity to change the world.

But at the end of the day, at HSBC our number one priority is our customers and our customers' safety.

HSBC

Opening a world of opportunity