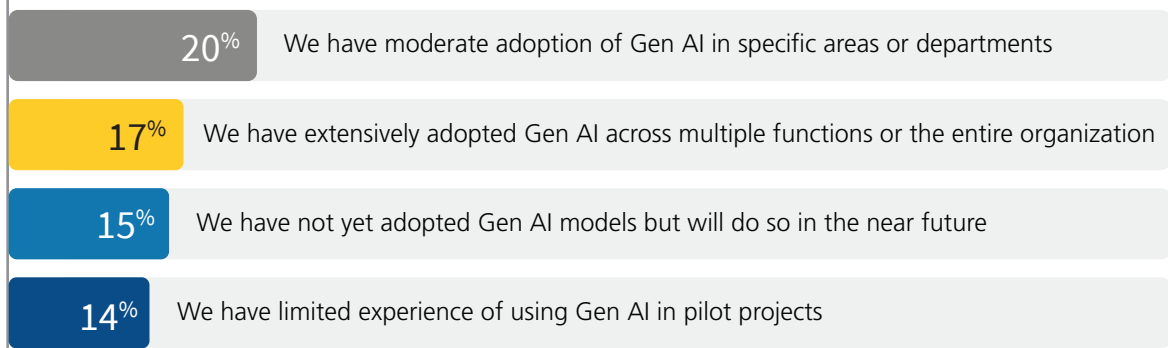# The State of Generative AI Adoption in the Banking, Financial Services, and Insurance Industry

LTIMindtree

Respondents shared insights on Gen AI adoption in their organisations

20% We have moderate adoption of Gen AI in specific areas or departments

17% We have extensively adopted Gen AI across multiple functions or the entire organization

15% We have not yet adopted Gen AI models but will do so in the near future

14% We have limited experience of using Gen AI in pilot projects

Primary driver
Enhance customer experience **(80%)**

Top consideration
Access to skilled and knowledgeable personnel

Biggest barrier
Data quality and availability

Key Insights

Only **17%** of banking and finance sector leaders are using Gen AI due in **part to complex regulatory frameworks**

Gen AI improves customer experience through **personalized services** and **streamlined processes**

Gen AI use cases

Personalized financial advice

Fraud detection

Efficient online interfaces

Grab the report to uncover a holistic generative AI adoption roadmap

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