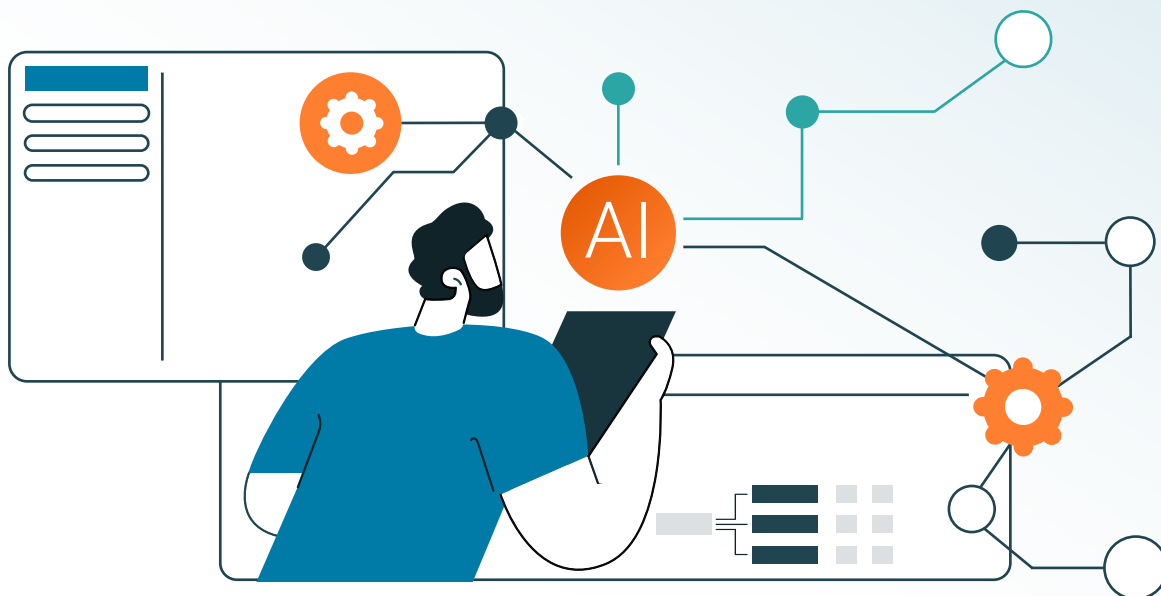




EBOOK

# AI insights survey: Adopters, skeptics, and **why it matters.**

# Introduction



Three decades ago, the buzzword in financial services was “digital transformation.” Organizations invested heavily in digitizing manual and analog operations to improve performance and enable rapidly evolving smart technologies. Today, **leaders are integrating artificial intelligence (AI)** into those digital ecosystems **to work even smarter.**

Harnessing the capabilities of machine learning, image recognition, natural language processing, and more, organizations are starting to use AI to analyze vast datasets, detect language patterns, and streamline operations. AI is revolutionizing the financial services sector by empowering chatbots, reducing repetitive tasks, automating transactions, and strengthening defenses against fraud—**boosting efficiency, accuracy, and cost-effectiveness.**

To understand the current adoption and usage of advantageous AI tools in the daily operations of financial services marketing and compliance teams, we partnered with a research firm. Our survey encompassed 107 leaders in U.S. financial institutions, spanning junior managers to top executives across departments of all sizes.

This ebook includes our findings on leaders' attitudes towards AI, its potential risks and benefits, and its **potential uses in marketing and compliance work.**

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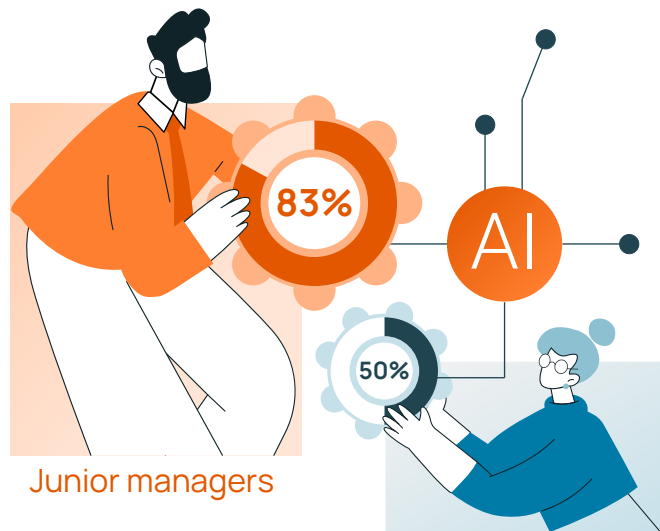
# Who's using AI?

It's clear from our survey that the majority of organizations are already utilizing AI tools: **66% of respondents use AI** in their processes. But digging deeper into the responses, we found markedly different data based on management level and department size.

## Use and knowledge varies among roles, with executive leaders at the bottom

Notably, 83% of junior managers say they're using AI in their processes or tools, compared with only 50% of top executive management. **That's a significant gap.** This disparity extends to understanding AI, suggesting **top executives may lack awareness** of the technology's application or use in their departments, despite being responsible for strategic decision-making.

Executive leaders uninformed about AI may make decisions that hinder organizations from capitalizing on its potential benefits, such as enhanced compliance, flexible resource allocation, and improved operational efficiency.



Junior managers




Top executives

Additionally, a lack of knowledge about AI's capabilities or misunderstanding of how it is being used may **expose an organization to a host of operational, security, regulatory, and ethical risks**, putting it at a competitive disadvantage. Executives lagging in understanding AI need to get up to speed, now.

On a positive note, junior managers are rapidly gaining knowledge of AI by using it. Executive leaders can leverage these early adopters and learn from them.

## Small, medium, and large departments are using AI primarily for different purposes

The top three ways leaders told us they're using AI include:

-  **Analyzing** and processing data (14%)
-  **Generating** human-like text responses (10%)
-  **Improving** work accuracy and efficiency (10%)

However, needs differ depending on department size. Smaller departments tend to use AI to process and analyze data, while medium-sized departments are more likely improving accuracy and efficiency. Large departments are mainly using AI's more sophisticated capabilities to generate natural language text.

Overall, we're seeing that **AI implementations empower teams to efficiently handle more work and expand their capabilities.**

### Larger departments are adopting AI at a greater rate

Though marketing and compliance departments of all sizes are using AI tools in some capacity, large departments show the swiftest adoption rates. That may be due to their higher work volumes and more evolved digital ecosystems that make it easier to implement, use, and benefit from AI's capabilities. They may also be more inclined to adopt cutting-edge tools like AI and have greater resources to evaluate and support investment in them.

Whatever the reason, survey data suggests larger departments are far ahead of smaller ones in their use of AI, which may **give their organization a significant advantage.**

# Who's not using AI and why?

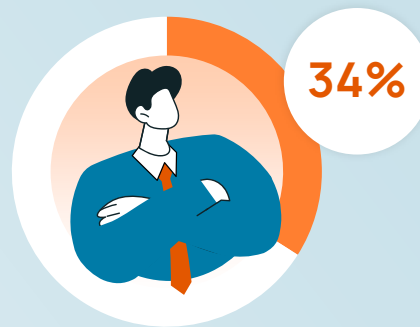
Thirty-four percent of marketing and compliance leaders surveyed say they are not using AI in any of their processes. We wanted to know why.

**On some teams, data, dollars, and lack of knowledge are slowing the adoption of AI**

The four explanations tied for the top spot relate to cost, risk, alignment with current requirements, and understanding of AI technology. And when we drill down into the responses by job level, again we find that top executives (31%) admit they are not using AI because they don't know much about it. Outside of a variety of "other" reasons, marketing and compliance leaders cite the anticipated expense of AI tools as a concern, especially for smaller departments.

While apprehension often accompanies new and powerful technologies, the data suggests that unease with AI may, in some part, stem from a knowledge gap. Learning comes through doing, so **concerns around risk, privacy, or cost-effectiveness may be better understood once leaders gain firsthand experience using AI.**

## Top reasons why leaders aren't using AI

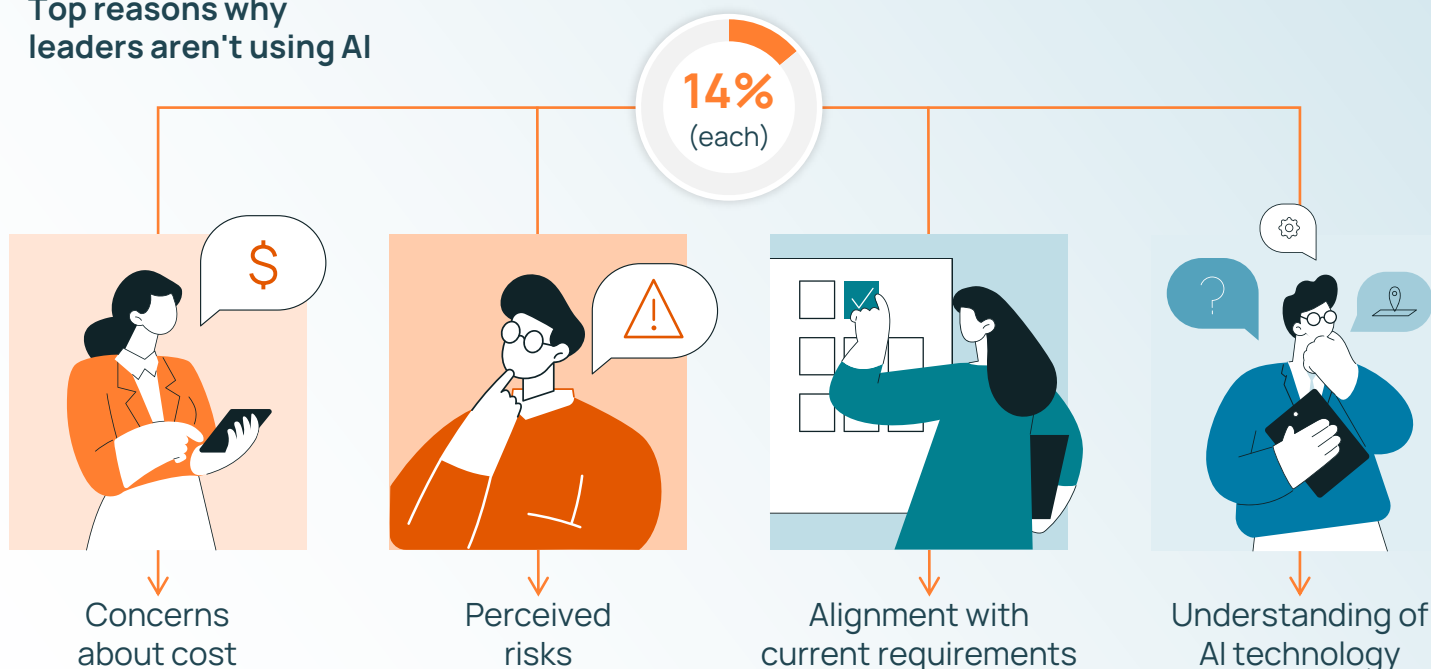


of marketing and compliance leaders aren't using AI

### Take action now: Start using AI to better understand its benefits & risks

AI is evolving so rapidly that leaders who don't currently use it risk falling behind. Knowing comes from doing. To fully grasp how AI might benefit your organization, you should consider getting hands-on, now.

- ✓ **Create a roadmap.** Identify process gaps and goals and envision ways AI can help you reach desired outcomes. Break down the journey into a pilot project with clear milestones and communicate your plan to key stakeholders.
- ✓ **Include people who are using AI now,** such as junior managers, in your discovery process. Also, be sure to include experts on the team who can help you spot risks embedded in AI deployment.
- ✓ **Ensure all management gets hands-on with AI technology,** since the best way to understand any new tool is by using it.



# AI's biggest benefits and concerns

Concerns related to AI are real ... but so are the benefits. We surveyed leaders about their thoughts on both and found that all leaders—even the ones who are not currently using any AI tools—feel strongly about the potential benefits of AI.

## BIGGEST BENEFITS

### Saving time

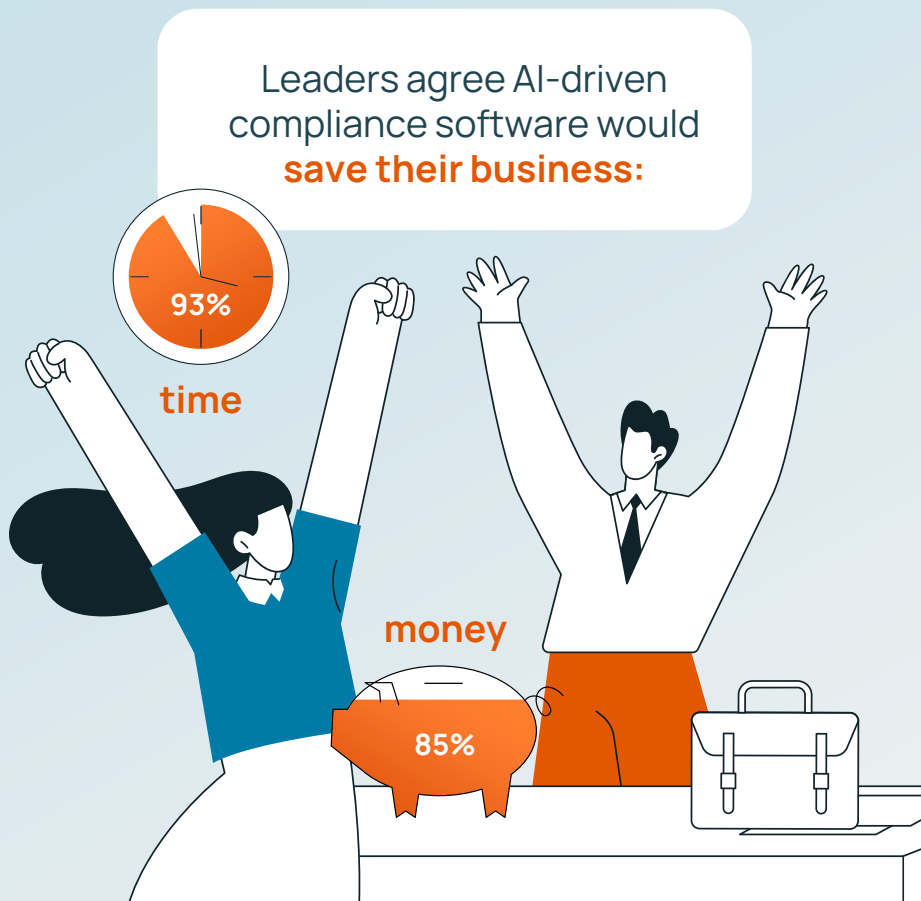
An overwhelming majority of our leadership group **(93%) say AI would save them time**, including 91% of top executives and 100% of medium and large department leaders. Even leaders of smaller departments agree, but at a slightly lower rate (83%).

### Saving money

The leaders we surveyed have a positive outlook on AI's abilities to reduce costs.

**Eighty-five percent of our leadership group agree AI would save them money**, with the highest levels of agreement from marketing leaders (92%).

Top executives and a combination of senior and mid-level managers recognize potential savings from AI (81% and 82%, respectively) while junior managers have the most positive outlook (96%). And again, leaders from large-sized departments show the highest level of agreement, with **100% saying AI could save their business money**.



**100%** of large department leaders **think AI could be useful for creative tasks**

### Enhancing and supporting creativity

We also wanted to know if leaders think AI could be used to help enhance teams' creativity. Ninety percent of marketing leaders say it could. Senior and mid-level managers have the most positive responses (93%). By department size, **100% of large department leaders think AI could be useful for creative tasks**.

These data suggest that marketing and compliance leadership will be looking for ways to apply AI to the creative process as **AI's capabilities for generating text, images, audio, and video content continue to evolve**.



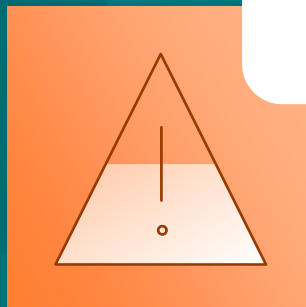
# BIGGEST CONCERN

## Being replaced by AI

More than half of marketing and compliance leaders are concerned that either they or their team could be replaced by AI, with junior managers concerned the most. Their concern is a common one heard across industries as AI implementations have ramped up.



**63%** of leaders are concerned about AI replacing jobs



Organizations adopting AI, including financial services firms, are raising concerns among workers. Leaders can help address fears by integrating AI to coach team members, enhance skills, and streamline tasks. This fosters a collaborative work environment, mitigating concerns about job security.

Leaders can **provide training to make workers comfortable with the transition to AI tools** and help teams understand how to use AI effectively. Additionally, senior leaders should **establish human oversight of AI processes** to safeguard sensitive data and ensure AI is being used in an ethical and transparent way.

Finally, leaders need to **think about how to best use the time savings created by AI**. Managers should have a plan to reallocate resources and reskill or upskill workers to keep pace with evolving AI technology and organizational needs.

### Take action now:

#### Create a positive culture around AI

Risks and rewards go hand in hand. As interest in AI's potential grows, so do fears of its use. But you can help your team better understand and accept AI by addressing concerns and creating a work environment where AI is embraced.

- ✓ **Identify AI opportunities:** Analyze daily, repetitive tasks for AI integration and ask junior managers to convey team productivity opportunities to senior leaders.
- ✓ **Communicate benefits:** Explain AI as a valuable aide, highlighting cost and time savings across the organization to build acceptance and reduce fears.
- ✓ **Establish training programs:** Educate associates about the benefits and risks of AI. They are less likely to avoid or fear it if they have full and balanced information about the pros and cons.
- ✓ **Cultivate continual learning:** Help your employees develop the skills needed to work alongside AI.

# The risks of not using AI

So far, we've looked at who is using AI, who isn't, key concerns of marketing and compliance leaders, and the potential benefits. We also wanted to know if these leaders, including the ones with no current AI implementations, recognize the potential risks of *not* using AI and how that might impact their organizations.

## Without AI, organizations could be at a disadvantage

According to the survey group, **the top potential risks of not using AI are inefficient risk management, legal and financial penalties, and process inefficiencies.**

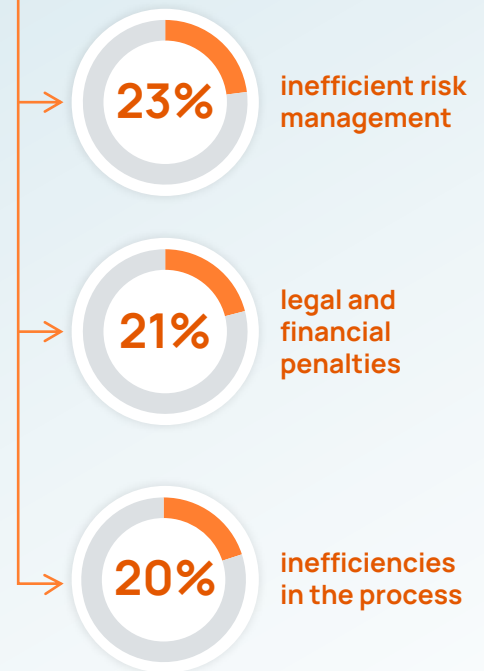
Breaking down the results by job role reveals alignment with responsibilities: top executives express concerns about legal and financial penalties (34%), senior and mid-level managers focus on process inefficiencies (27%), and junior managers highlight inefficient risk management (42%).

By department size, medium and large teams are primarily concerned with inefficient risk management, while smaller departments cite process inefficiencies as the biggest disadvantage.

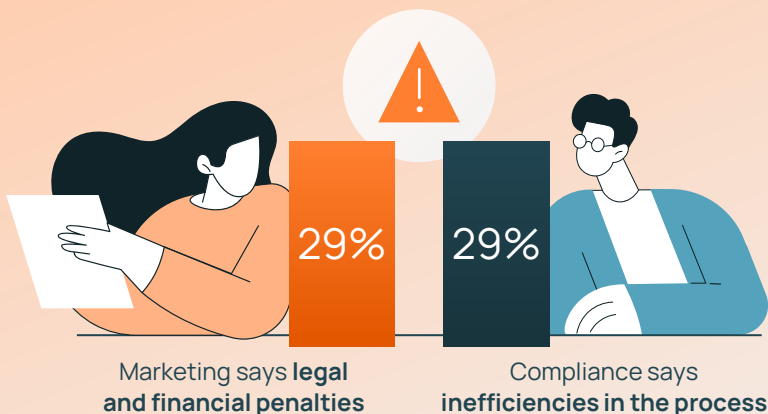
The focus on risk, regulatory compliance, and process efficiency across management tiers is understandable, as these areas are linked to each other. Marketing and compliance managers must ensure their campaigns comply with industry regulations, protect consumers, and don't put the company at risk of legal consequences, fines, and reputational damage. **Any gap in content creation and review processes could lead to the release of non-compliant content, inviting severe consequences to an organization.**



### Leaders' concerns about not using AI



The biggest dangers of NOT using risk mitigation tools and compliance software



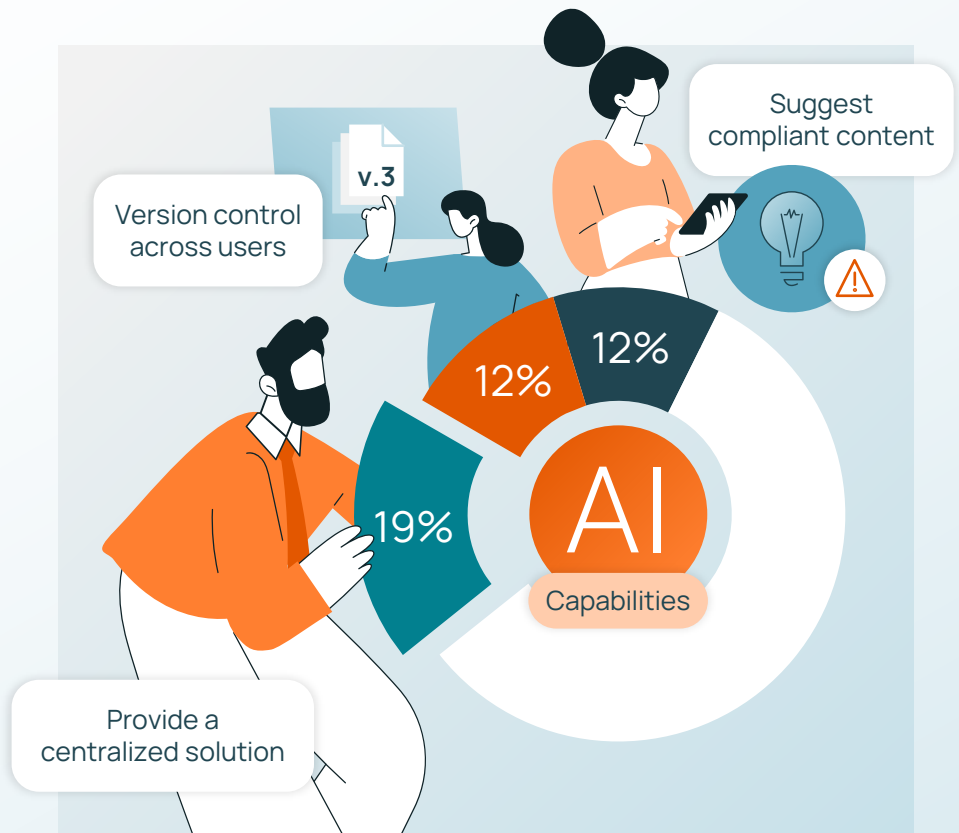
## Understanding the hidden costs of non-compliance

Survey respondents rank risk management and legal and financial penalties as top concerns, but **non-compliance can cost organizations in more ways than just fines.** The negative publicity that an organization may receive could erode investor trust, cause adverse stock reactions, and impact overall revenue. It can also disrupt daily operations, leading to productivity loss. In total, **the cumulative damage can far exceed the original fine.** For more insights into the invisible costs of non-compliance, [explore our blog](#).

# Must-have AI capabilities

The compliance leaders we surveyed say regulatory risks and non-compliance penalties are their primary concerns in daily tasks.

We asked them what tops their capabilities wish list for AI-based compliance tools: 19% want a **centralized solution**, 12% want it to help them with **version control**, and another 12% want AI to **flag potentially risky content and suggest a compliant alternative**.



## Working smarter and faster, together

When we asked all leaders for their top three AI-based tool needs, audio review capabilities, surprisingly, ranked high. This may reflect the increased volume of content compliance leaders review related to spoken disclosures, podcasts, and audio cards.

What is not surprising is the emphasis on having a centralized solution that provides version control. In financial services marketing, where content may undergo multiple rigorous reviews, **tools that accurately track iterations and offer transparency are highly valued**.

In summary, the data suggests that compliance leaders are looking for AI tools that help them organize their work, collaborate more effectively, assist with auditing, and make useful suggestions.

## Take action now:

### Evaluate tools for their accuracy, efficiency, and collaboration

Make an informed decision about which AI capabilities would benefit your team the most:

- ✓ **Understand your risk and compliance needs.** Where do you need the most help? Content creation? Content review?
- ✓ **Consider tools with an easy-to-use interface** and dashboards that can be accessed by people in different roles.
- ✓ **Insist on a centralized solution** with version control.
- ✓ **Evaluate an application's ability to adapt** to changes in regulation and business processes.



# Key takeaways

Financial marketing and compliance teams are under constant pressure to keep abreast of current regulations. The leaders we surveyed recognize that **AI-based tools could help**.

Though there are concerns around the topic of job security, and a small number of executive-level leaders admit they are not fully educated on AI's capabilities, what the data suggests overall is:



## Widespread AI use

The majority of teams surveyed are using AI in some form, and larger departments are adopting it more rapidly. If your team isn't using AI or planning on implementing a tool in the next year, **you risk falling behind your competition operationally**.

Junior managers are the largest leadership group hands-on with AI. Take advantage of their enthusiasm and experience by leaning into their knowledge of what is working well and ways **AI can be better used to improve workflows and outcomes**.



## Executive leadership learning gaps

Some senior leaders admit they do not fully understand AI, potentially placing their organizations at a disadvantage. As decision makers, **senior leaders need to get up to speed on the benefits and drawbacks of AI's capabilities**.

To fully understand the operational gains from AI, use it. **Carve out time for some hands-on learning**. Additionally, **learn from junior managers** who regularly use AI tools and have firsthand insights on the best ways to harness AI's capabilities.



## Multiple opportunities to benefit from AI

The current end-to-end workflow for marketing content creators and compliance review teams can be two weeks or longer. Leaders recognize **AI's potential to save their organizations time and money** and are prioritizing tools that support a centralized working environment, version control, and process transparency. Leaders also recognize there is great potential for AI to assist marketers in **boosting creative output**.

If you aren't comfortable going all-in on an enterprise implementation, **test out AI's capabilities** with a software plug-in to find out where it could give you the biggest advantage.



## Job security concern

The single biggest concern of our survey group is **being replaced by AI**.

Organizations should structure their AI processes to **include a human in the loop and implement training programs** that help employees develop the skills needed to work alongside AI tools.

## Final thoughts

Most marketing and compliance leaders we surveyed are gaining familiarity with AI through their organization's existing applications and have a **positive view of AI's potential to help their teams save time and money**. Stay informed about the tools and tech tailored to your workplace so you can identify the best opportunities to work more efficiently and augment your team's capabilities.

# Saifr for marketing and compliance

Create more compliant marketing content faster with Saifr's AI tools.

Saifr's solutions are designed to help you work more efficiently by using AI to identify potential compliance risks and discrepancies in brand guidelines across text, images, audio, and videos.

## AI for marketing

Develop more compliant materials from the start for faster review:

- ✓ Reduces rounds of compliance review by using AI to automatically flag potentially non-compliant content
- ✓ Gets you to a cleaner draft sooner by suggesting alternative phrasing and disclosures
- ✓ Educates your team by explaining why content may be non-compliant
- ✓ Helps optimize content for your target audience by scoring content based on demographic appeal, sentiment, readability level, and inclusive language

## AI for compliance

Manage routine, repetitive compliance tasks more efficiently:

- ✓ Helps mitigate compliance risks by using AI to review text, images, audio, and video
- ✓ Minimizes rounds of review by suggesting more compliant language for risky content
- ✓ Streamlines compliance by recommending appropriate disclosures from your company's repository
- ✓ Simplifies auditing with thorough tracking, reporting, and direct filing with regulators

**Find out how you can simplify compliance with Saifr**

[Check out our website and request a demo.](#)

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