

# AI



## INNOVATION PLAYBOOK

PERCEPTION VERSUS REALITY IN PAYMENTS AND BANKING SERVICES

Brighterion  
mastercard

PYMNTS.com

## HOW FIs ARE USING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

**AI systems are one of the most versatile learning systems available, but FIs often face several roadblocks when it comes to deploying them.**

48%

say they first need evidence of efficiency

47%

say too much change is required

27%

say their employees lack the skill

18%

say the technology is too complicated

15%

are unable to install them

15%

have not been able to convince management

**FIs THAT DO NOT HAVE AI OFTEN RESORT TO OTHER LEARNING SYSTEMS THAT ARE FAR LESS EFFICIENT**

**Data mining has become the most commonly used learning system and is often misused for use cases that can be better supported by AI**

71%

use it to FIGHT CREDIT RISK AND FINANCIAL FRAUD

58%

use it for CREDIT UNDERWRITING

55%

use it for CUSTOMER LIFECYCLE MANAGEMENT

6%

use it for INTERNAL FRAUD PROTECTION



The AI Innovation Playbook, a PYMNTS and Brighterion collaboration, analyzes the survey response data of more than 200 financial executives from commercial banks, community banks and credit unions across the United States to learn how many — and what types — of FIs are most likely to adopt real AI systems in the future.