5 Ways to Bank on ROI from Deep Tech & AI



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Keep Your Technology Projects from Falling into a Black Hole

Generative AI, APIs, datafication, deep learning—bankers are constantly inundated with technology buzzwords. However, these technologies often fail to deliver the promised ROI. Instead, banks and credit unions find themselves bogged down in lengthy, expensive projects that never see the light of day.

"The industry is flush with AI buzzwords, but very few organizations can actually execute deep tech core processes into production," says Chris Brown, President, Intelygenz USA. "Understanding how Deep Tech and AI can benefit your business is simple. You can prompt GTP or Claude AI to share the concepts. To successfully develop and implement AI projects into production, you need highly specialized experts."

Gartner estimates that 85% of artificial intelligence (AI) and machine learning (ML) projects fail to produce a return.

Here are five ways to cut through the noise surrounding deep tech and ensure your projects land in the coveted 15% that enhance operational efficiency, elevate customer experience, or drive revenue growth—and get into production in weeks, not months or years.

1. Adopt Agile Methodologies and Embrace Rapid Innovation

Fintechs have demonstrated remarkable success by embracing agile methodologies, allowing them to develop new products and services rapidly. Financial institutions can benefit significantly from adopting similar approaches.

Chris Brown emphasizes, "It's not just about adopting technology; it's about realizing tangible returns on your technology investments. For example, many financial institutions leverage AI for customer analytics, but the key is to take it further by asking generative AI what patterns it sees."

Case Study: Marketing with AI

An international bank improved its marketing campaigns significantly by adopting AI. Using demographic data and customer purchase patterns, Intelygenz trained AI models to match customers to specific products. This approach increased the sales success rate from 3% to 23%, resulting in a 736% ROI and reducing campaign costs by 43%

2. Bridge the Gap Between Innovation and Production

Moving from the innovation lab to actual production can be challenging. In the lab, everything looks promising, but transitioning to production often reveals unforeseen issues.

"Instead of spending all your development time on test data, move the solution into production as quickly as possible, even if the entire project is not ready," advises Brown. "Continuously increase the commercial use as confidence in the solution grows. This approach helps build trust and proves value early on."



Case Study: Digital Banking Transformation
A traditional bank launched a fully digital, branchless banking model catering to gig economy workers and small businesses. Intelygenz wrapped the bank's existing infrastructure with interconnected APIs and sophisticated hyper-automation technologies, resulting in a 40% reduction in operational costs and a 50% increase in transaction speeds .

3. Deploy Deep Tech with a Holistic Approach

Deep tech involves deploying multiple technologies together to create effective solutions. AI is a crucial component but must be part of a broader architectural strategy.
"AI projects require specific engagement and development methodologies to mitigate risks and drive value quickly," notes Brown. "A holistic approach that integrates AI with other technologies and business processes ensures that projects deliver fast value, increasing stakeholder confidence."

Case Study: Intelligent Call Routing
A large global bank improved its call center performance by implementing AI for intelligent call routing. Intelygenz's solution classified inbound communications by priority and automated responses for simple queries. This reduced the need for human intervention and significantly improved efficiency.

4. Choose the Right AI Deployment Model for Your Needs

AI can be deployed in various ways, each offering different benefits. Packaged, off-the-shelf solutions provide quick integration and immediate benefits, making them suitable for certain applications. However, custom solutions built on open-source models or foundation models as a service allow financial institutions to address specific challenges and align with unique business objectives.

"Custom solutions enable you to tailor AI to your specific needs, ensuring better alignment with business goals and more significant competitive differentiation," says Brown.

Case Study: ID Verification Simplification

A bank improved its ID verification process by developing a mobile app that stores all necessary documentation in one place. This app, developed by Intelygenz, allowed customers to quickly and securely verify their identity, enhancing the customer experience and increasing the completion rate of verification processes.

5. Upskill Your Team and Foster Continuous Learning

Managing the end-to-end AI lifecycle requires specialized skills that may not be fully available inside financial institutions. Upskilling your employees ensures that your team can handle the complexities of AI projects.

"Choose a partner committed to bringing your team along on the transformation journey," says Brown. "At Intelygenz, we don't just implement solutions; we work alongside your team, ensuring they gain the necessary skills and retain full ownership of the intellectual property developed during the project."

Case Study: Smarter Digital Banking

A traditional bank transformed into a modern fintech powerhouse by launching a fully digital, branchless banking model catering to gig economy workers and small businesses. The goal was to overhaul the bank's processes and leverage AI to meet customer needs proactively and streamline processes like credit assessments and financial transactions.

Intelygenz wrapped the bank's existing technology infrastructure with interconnected APIs that support real-time data and services, and sophisticated hyper-automation technologies. By prioritizing agile development, user-centric design, and robust technological integration, the bank was able to offer Banking-as-a-Service to fintechs.

The results were impressive.

- Engaged more than 10,000 new users with a 90% adoption rate among those who registered
- Reduced operational costs by 40%
- Increased transaction speeds by 50%

To learn more about how your business can leverage Deep Tech & AI, don't miss Chris Brown's session at American Banker Digital Banking Conference.

About Intelygenz

Intelygenz, a VASS Company is a leading provider of deep tech and A.I. solutions, specializing in delivering tailored solutions that leverage advanced technologies to drive business transformation in the banking and fintech sectors. With over two decades of expertise, we specialize in enhancing operational efficiency and elevating customer engagement, thereby delivering measurable returns on investment. As a full-service end-to-end consultancy, Intelygenz collaborates closely with our clients' internal teams from concept through to deployment, helping to develop, integrate, and maintain customized solutions.

Our key strength is our ability to facilitate rapid deployment, enabling our clients to realize tangible ROI within weeks, not months or years. Banks and fintech companies trust us to tackle their most complex challenges, confident in our capacity to support their teams in delivering critical AI-enabled projects on time and within budget.

To learn more about Intelygenz and how we can empower your organization, visit our website at Intelygenz banking and fintech solutions.

About Chris Brown



Chris Brown, President USA at Intelygenz, a VASS Company is a seasoned leader in the A.I. and tech industry, specializing in transformative solutions for banking and fintech. Leading a team dedicated to innovation, Chris drives the development of tailored deep tech solutions to meet evolving client needs.

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