

PRESS RELEASE

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GFT teams up with Google Cloud to launch 'GenAI Intelligent Assistant'

GFT, the global digital transformation specialists, in partnership with Google Cloud's Industry Value Networks, have built the next generation interface for retail banks.

London 08 April 2024 – Projections show that the global AI adoption rate could grow as much as 40% between 2023 and 2030.

This anticipated growth is a fitting context for the announcement of an innovative offering that sees Google Cloud's Industry Value Networks and GFT combine efforts, along with independent software vendors (ISVs), to bring forward a new GenAI Intelligent Assistant for banks to support their customer service.

The **GenAI Intelligent Assistant** is a conversational interface, built on Google Cloud's Generative and Vertex AI technologies, utilising advanced large language models (LLMs) to give banking customers immense flexibility on the questions they can ask and have answered by the AI-powered assistant.

Real use case, real benefits

Discussions around AI, with a focus on GenAI, have been widespread and constant for a number of years, with businesses and consumers now keen to see real use cases of this innovative technology in action. Today's announcement brings forward one of those all important use cases.

Some of the ways that the GenAI Intelligent Assistant will benefit banking customers:

- **Reduced costs:** Banks will be able to take advantage of this offering to answer customer queries and not having to rely on an army of customer support staff.
- **Improved customer service:** GenAI-supported customer relations and engagement means consumers can get quicker access to secure services, improving customer engagement and satisfaction.
- **Employee engagement:** With the GenAI assistant, employees can focus on high value tasks, rather than repetitive actions, thereby developing into more comprehensive roles within the business.

A tool for an increasingly digital clientele

Reacting to the announcement, **Carlton Hopper, UK MD, GFT** said: *"Businesses and consumers have heard a lot about AI in recent years. It's high time they started to see and feel the benefits of this technology. The GenAI Intelligent Assistant is a perfect example of industry-leading technology coming to the benefit of both clients and consumers."*

Dean Clark, UK CTO, GFT highlighted the technological value of a product such as the GenAI Intelligent Assistant: *"Today's announcement brings together a number of truly innovative players in the Tech industry. It brings together the LLM experience of Google and the platform engineering expertise of GFT. Through this offering, Banks can benefit from significant value, cost efficiencies, and innovation."*

The GenAI Intelligent Assistant provides a fully secure offering that banks and financial institutions can implement into their businesses to significantly improve proactive and personalised experience for their customers.

This press release is also available for download via the [GFT newsroom](#)

Your contacts

GFT Press

Beth Rogers

The PHA Group

bethr@thephagroup.com

About GFT – Shaping the future of digital business

GFT is a digital transformation pioneer. By leveraging next-generation technologies, we enable clients to boost their productivity with intelligent software solutions. We focus on Digital Finance, Enterprise AI & Data Solutions, and Platform Modernisation.

GFT's strengths include deep technological excellence, a strong ecosystem of partners, and industry expertise. We are [agile@scale](#) and boost digital transformation for clients from the finance and insurance sectors, as well as the manufacturing industry. GFT talents create, implement, and manage software applications to enable innovative businesses while complying with regulations.

With locations in 20 markets around the globe, GFT ensures proximity to its clients. We draw on over 35 years of experience and a global team of over 12,000 determined talents. GFT provides them with career opportunities in the most innovative areas of software engineering. The GFT Technologies SE share is listed in the SDAX index of the German Stock Exchange (ticker: GFT-XE).

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