



Pocket Guide to AI for Banks & Credit Unions

Your compact resource for mastering
AI in financial services.

Why AI, Why Now?

Financial Institutions are under increasing pressure to streamline operations, ensure compliance, and increase top line revenue. Generative AI enables instant answers, automates document-heavy tasks, and delivers regulatory clarity—making it a must-have tool.



“47% of bankers believe AI would improve their confidence at work.”

- Hapax, *Documentation Dilemma*

That's where this Pocket Guide comes in. We've pulled together the key insights, questions, and strategies bankers need to start making sense of AI—without the hype.

Whether you're just starting to explore AI or looking to sharpen your strategy, this guide is designed to give you a clear, practical starting point.



Learn

As you explore what AI can do for your institution, you may encounter terms that feel unfamiliar at first. This quick glossary covers key terms you're likely to encounter throughout your AI journey.

- **Large Language Model (LLM)**

A type of AI trained on vast amounts of text to understand and generate human-like language.

- **Single-Tenant**

An AI setup where each bank or credit union has its own isolated environment—keeping data secure, private, and completely separate from others.

- **Single-Shot Prompting**

A user provides a single example or instruction in a prompt to guide an AI's response. It strikes a balance between zero-shot (no example) and few-shot (multiple examples) approaches, offering the model a hint without overloading it with context.

- **Chain Prompting**

A technique that breaks a task into smaller steps, guiding the AI through a sequence of prompts to get more accurate or complete responses.

- **Hallucination**

When an AI confidently generates inaccurate or false information. It's not intentional—it simply doesn't always recognize when it's wrong.



Evaluate

3 Key Questions To Keep in Mind When Evaluating Solutions

1. What data powers this AI?

AI should be trained on your institution's documents, regulatory frameworks, and workflows—not just public internet data.

“ *With the right AI, you get answers grounded in your world—not someone else's.* ”

2. Is the AI solution built for banking?

Look for tools that stay current with evolving compliance requirements and deliver clear, structured compliance updates.

“ *AI should work with your compliance team—not become another burden.* ”

3. Does it improve workflows and decision-making?

Effective AI reduces time spent searching for answers, updating documents, and strengthens customer relationships.

“ *AI isn't just a productivity tool—it's a relationship enabler.* ”



Adopt

3 Strategies for AI Adoption at Your Institution

AI Strike Force — A cross-functional, agile team led by a tech-savvy executive, piloting AI use cases identified strategically through research and internal interviews.

Why it works:

- ✓ Low risk
- ✓ Cross-department buy-in
- ✓ Faster insights

CEO-Led Adoption — Top-down initiatives that embed AI into the institution's strategic vision and prioritize impactful applications.

Why it works:

- ✓ Aligns AI with strategic goals
- ✓ Signals top-down commitment
- ✓ Drives culture change

One Bite at a Time — Begin in one department, learn, adapt, and and scale using clear KPIs to track impact.

Why it works:

- ✓ Allows testing before full rollout
- ✓ Reveals which teams benefit most
- ✓ Delivers measurable wins



Measure

The 4 KPIs That Matter

When tracking AI success, don't just ask "Is it working?"

Ask:



Utilization: Who is using AI most often and why?



Impact: What time or cost savings have resulted?



Adoption: Are users beyond early adopters engaging?



Creativity: Are new, innovative use cases emerging?



Prompting Tips

The Key to Getting Great Results

The quality of AI output depends entirely on the quality of input. Prompts should be specific, clear, and context-rich.

If generative AI is new for you and your financial institution, getting the most value from your platform requires some prompt fine-tuning. After all, crafting the perfect prompt for generative AI isn't rocket science, but it is an art.

Tips for Better Prompts:

- Be clear and specific with your request
- Provide context and background
- Include examples and desired tone or format
- Break complex tasks into step-by-step instructions
- Ask AI to take on specific roles (e.g., compliance officer, IT analyst)



Prompting Tips

Sample Prompt by Experience Level

Beginner:

"Provide me with a list of differences between our internal lending policies and FDIC guidelines"

Intermediate:

"Provide me with a list of differences between our internal lending policy contained in the document "Lending Policy 2025" and the current FDIC Guidelines. Include potential adjustments to the content in the policy that may be in conflict so that the document is compliant."

Expert:

"Provide me with a list of differences between our internal lending policy contained in the document "Lending Policy 2025" and the current FDIC Guidelines. Include potential adjustments to the content in the policy that may be in conflict so that the document is compliant. Also consider any proposed rule changes that might not currently be in effect and provide a note on where proposed changes may require updates in the future. Lastly, once you have provided the proposed revisions, check the changes against state regulations for all of the states we currently operate in."



Prompting Tips

Getting Better Over Time: Refinement & Feedback

AI is iterative—your first prompt might not be perfect, but thoughtful follow-ups can improve the outcome.

Try:



“Make this shorter and easier to read.”



“Add a real-world example.”



“Focus only on the section about commercial accounts.”



“Make the tone more professional.”

The more feedback you give, the smarter and more tailored the responses will become.



Things to Know

As you begin your Enterprise AI journey, it's important to remember that value takes time. There will be bumps along the way—but our goal is to prepare you for what's ahead, so you're ready to adapt and grow through any challenges.

Expect Issues

- Outputs may be inaccurate if the uploaded data is outdated or incomplete
- Hapax guardrails prevent outputs unrelated to banking, which may not be immediately obvious to users
- Hapax can occasionally be slow if usage is high or the input is complex

Be Empathetic

- Your team may be fearful of being replaced by AI, which may manifest as resistance or frustration
- There can be a steep learning curve for some users, so give them time to adapt
- Progress can be uncomfortable, but growth comes from persistence.

Commit to Change

- Emphasize the strategic importance of AI for your institution
- Reinforce the strategic imperative often and consistently
- Highlight wins and best practices frequently

Embrace the Journey

- Enterprise AI isn't just software—it's part of your core infrastructure.
- Value creation may start small, but it will compound over time
- You are building the foundation for the next decade of Enterprise AI success



What's Next

Enterprise AI as Infrastructure: 4 Focus Areas for Future-Ready Banks

Treating AI as infrastructure means thinking bigger—not just about what it can do today, but how it fits into your institution's long-term strategy.

Here are four areas where banks and credit unions should focus:

1. Budgeting

Shift from project-based spending to investing in a durable platform. AI isn't a one-off tool—it's a long-term capability that requires ongoing investment.

2. Team Structure

Bring together cross-functional expertise. Think compliance, IT, risk, and business lines — working as one team to manage AI models, integration, and oversight.

3. Governance

Set up clear standards for how AI is monitored, explained, and trusted. That includes bias detection, model lifecycle management, and human oversight—built in from the start.

4. Training & Culture

Help teams understand how to collaborate with AI, extend its capabilities, and bring institutional knowledge into the loop.

The institutions that treat AI as foundational infrastructure—not just a tactical tool—will be best positioned to adapt, personalize, and lead through change.



Resources

Unlock the Full Guides

We pulled together this Pocket Guide using a few of our most trusted resources—packed with insights, practical tips, and proven strategies for using AI in banking:

3 Questions Bankers Must Consider When Evaluating AI Solutions

A practical guide to making smarter AI decisions.

3 Strategies for AI Adoption at Banks

How banks can lead (not follow) in the AI space.

The Banker's Guide to Crafting the Perfect Generative AI Prompt

Yes — better prompts do mean better results.

To access the full guides, scan the QR code, or visit the Hapax Pocket AI Resources at the link below.



askhapax.ai/pocket-ai-resources



Customized for Your Financial Institution

Why Hapax?

Hapax was built specifically for community banks and credit unions—not for generic use.

- Trained on 230,000+ real banking conversations
- Includes 20,000+ validated policy documents
- Built-in regulatory awareness (FDIC, OCC, CFPB, etc.)
- Secure, private, and customizable to your institution's needs

Ready to see AI in action?

Discover how Hapax streamlines workflows, reduces inefficiencies, and delivers trustworthy insights to your team—instantly. Visit www.askhapax.ai.

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