

# Gen AI for **Banking**: Maximizing Value, Minimizing Risk

Achieve real-world ROI and operational agility with SparkBeyond's explainable, always-optimized solutions

## RISK MANAGEMENT

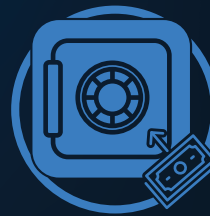
*Self-adjusting fraud detection*



**8% reduction**  
in preventable  
fraud losses

## PRODUCT ENGAGEMENT

*Dynamic deposit & credit product retention*



Increased deposit  
balances by  
**\$80 million**  
within 60 days

## OPERATIONS

*Optimized collection performance*



**10%** Reduced  
cost of credit

## MARKETING

*Continuously refined customer lifetime value*



**15x ROI** in 5  
months with targeted  
segmentation

sample outcomes above are from leading global banks using our Always-Optimized platform

### OUR ECOSYSTEM



### CONTACT US TO Optimize Your Operations

✉ [optimize@sparkbeyond.ai](mailto:optimize@sparkbeyond.ai)

🌐 [sparkbeyond.ai/industry/banking](https://sparkbeyond.ai/industry/banking)

