



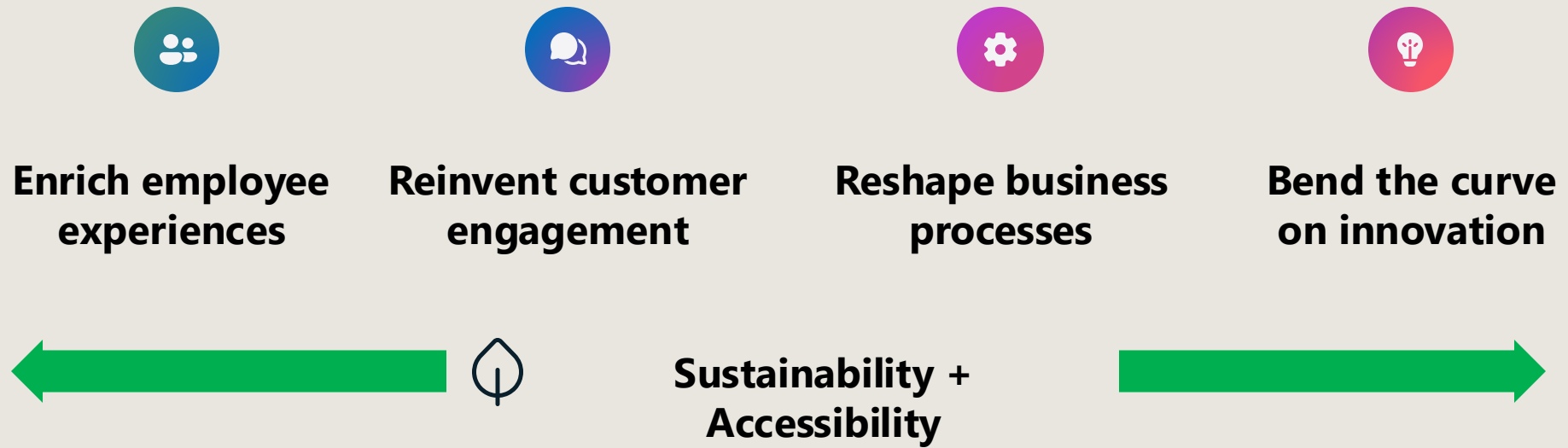
# From vision to value: Unlocking AI's potential for your business

**Rik Irons-Mclean**

Chief Technology Officer, Enterprise Commercial  
Australia and New Zealand



# AI and business value



# Key opportunities for financial organisations



## Employee Experience

Financial firms need AI-powered tools that drive employee efficiency and productivity, sharpen skills, and build a future-ready workforce, all while accounting for employee wellbeing.

- Employee wellbeing
- Employee development
- Employee productivity
- AI adoption & workforce enablement

[AIA Life Insurance](#)



## Data Integration for Decision Making

AI is critical for unifying data and improving decision-making in financial organisations —delivering real-time insights from complex data and enabling firms to seize strategic opportunities for a competitive edge.

- Data integration for intelligent insights
- Project and process tracking
- Document analysis
- Legal and risk management

[National Bank of Greece](#)



## Client Engagement & Sales

With AI, financial organisations can unify customer data and enable personalized end-to-end engagement - streamlining workflows, strengthening relationships, and driving retention.

- Client relationship mgt.
- Client pipeline mgt.
- Upsell/cross-sell
- Knowledge management and search

[Ally Financial](#)



## Content Generation & Marketing

Generative AI can automate the creation of web or mobile content, such as product/service descriptions or visual campaign assets based on marketing narratives.

- Personalised marketing content and campaigns
- Advertising copy
- User experiences on mobile apps and websites

[Bank of Queensland](#)

# Rapid advancements in GenAI

## Text generation

Creating human-like text, including articles, poetry, stories, and even computer code

## Chatbot

More context-aware, capable of maintaining coherent and relevant multi-turn conversations.

## Code Generation

Understanding and generating code in various programming languages, assisting developers with complex coding tasks

## Automation

Generating sophisticated function or tool calls that can trigger actions in external systems, facilitating task automation

## Human level interactions

Engaging in real-time conversations using voice and vision, and understanding emotions and other subtleties in human communication by gaining a more comprehensive understanding of the physical world

## Real time audio generation

## Image and video generation

## Text generation

Modality

# Unlocking AI success



## Leadership

Develop leadership capabilities to leverage AI for business outcomes

- ✓ Executive sponsorship
- ✓ Align AI to business strategy
- ✓ Providing clarity and prioritization
- ✓ **Best practice:** AI Council



## Human change

Manage the human transformation with robust user enablement programs

- ✓ User enablement program
- ✓ Communications and community
- ✓ Skilling and training
- ✓ **Best practice:** Copilot Analytics



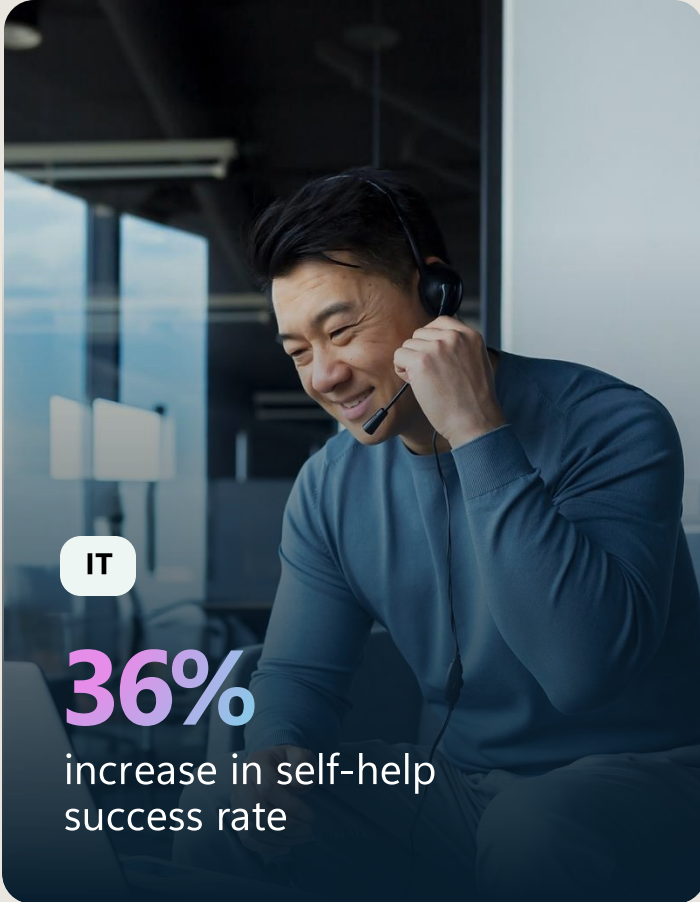
## Technical readiness

Build and iterate technical skills to deliver on business results

- ✓ Secure your data infrastructure
- ✓ Policy review
- ✓ Optimization assessment
- ✓ **Best practice:** Center of Excellence

Responsible AI principles & governance

# Microsoft AI transformation



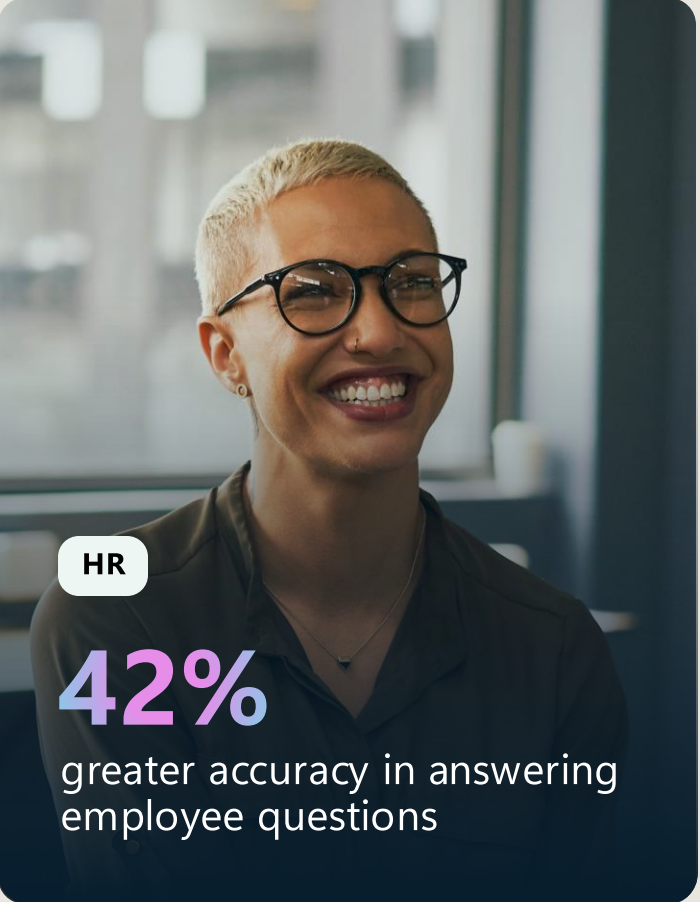
**IT**

**36%**  
increase in self-help success rate



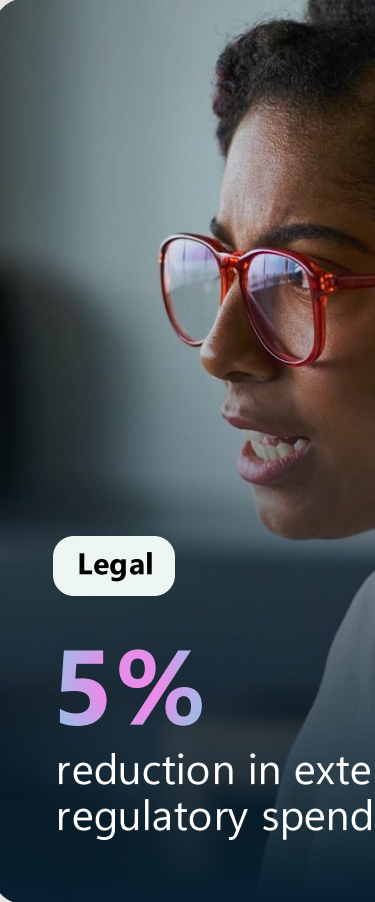
**Sales**

**9.4%**  
higher revenue per seller and 20% more deals closed



**HR**

**42%**  
greater accuracy in answering employee questions



**Legal**

**5%**  
reduction in external regulatory spend

“Gen AI is only in its nascent stages of development and usage. This smart technology is only going to get more intelligent - and those who don't learn to work with it, starting now, will be left behind”

McKinsey

Thank you







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# Jeroen Buwalda

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Chief Operating Officer







# FirstTech Assistant

Ask anything or try an example

Can the withdrawal be taken as a lump sum commutation and if so, what are the tax implications given the client is both under age 60 and under preservation age?

If a client already has \$2 million in pension phase (FC WS Pension), can they contribute another \$1 million to superannuation?

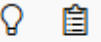
If the 70 year old also had \$3,000,000 in super with the 75 year old as the binding nomination, do these funds have to be cashed out or could the surviving spouse hold onto the super?

Enter your CFS-related question for assistance...



My client recently sold their home.

How will the sale proceeds be assessed for social security purposes?



When your client sells their principal home, the treatment of the sale proceeds for social security purposes depends on how the proceeds are intended to be used:

1. **\*\*Intended for New Home Purchase\*\***: If the sale proceeds are intended to be used to purchase, build, rebuild, repair, or renovate a new principal home, they will be exempt from the assets test for up to 24 months. This exemption applies only to the assets test, not the income test. During this period, the sale proceeds held in a financial investment will be subject to the lower deeming rate (currently 0.25% per annum) <sup>1</sup>.
2. **\*\*Not Intended for New Home Purchase\*\***: If the sale proceeds are not intended to be used for a new principal residence, they will be immediately assessable under the assets test <sup>1</sup>.
3. **\*\*Invested in Financial Investments\*\***: If the sale proceeds are invested in financial investments (including making a downsizer contribution), they will be assessed as an asset subject to deeming. This may reduce social security entitlements and increase means-tested aged care fees <sup>2 3</sup>.
4. **\*\*Downsizer Contributions\*\***: If your client uses some of the proceeds to make a downsizer contribution to super, the amount will be converted from being asset test exempt (when it was invested in the family home) to being assessable under the assets test <sup>4</sup>.



Citations: [1. ft-social-security-guide-89.png](#) [2. ft-aged-care-guide-147.png](#)  
[3. ft-aged-care-strategy-matrix-3.png](#) [4. ft-social-security-guide-108.png](#)

Follow-up questions: *How does the lower deeming rate affect my client's social security entitlements?*

# Other AI opportunities



Call transcription and summaries

CPD points for calls to FirstTech

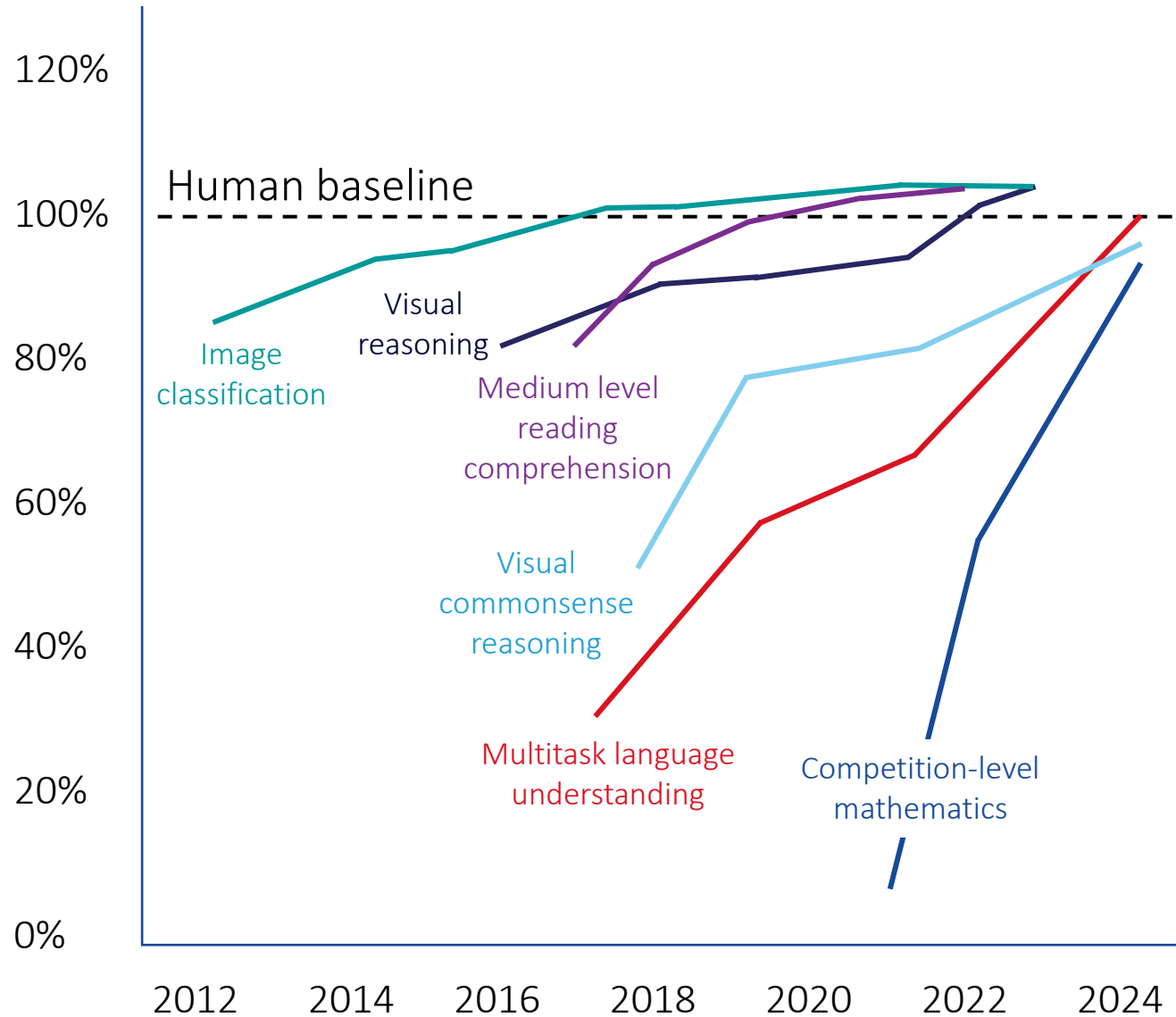


Bot reference library

Tech strength and opportunity analysis



FirstTech quality control



Stanford, 2024

Can generative AI provide trusted Advice?

- Andrew Lo, MIT Professor

AI chatbots unable to summarise news.

- Imran Rahman-Jones, BBC reporter



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# Taylor Phillips

Hunter Financial

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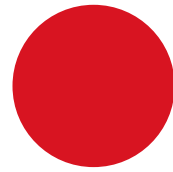
# HUNTER FINANCIAL







Growing business



Cyber security

Increase client  
numbers



High support staff  
to planner ratio

Tech suite upgrade



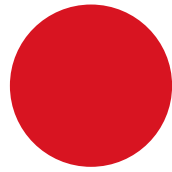
Client experience



Higher value activities  
for revenue enablers

# Challenges and goals

Sharepoint and  
Onedrive



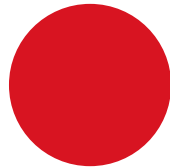
Teams calls and  
meetings



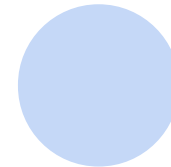
Teams Premium



Co-Pilot  
Your 'Tech-team'



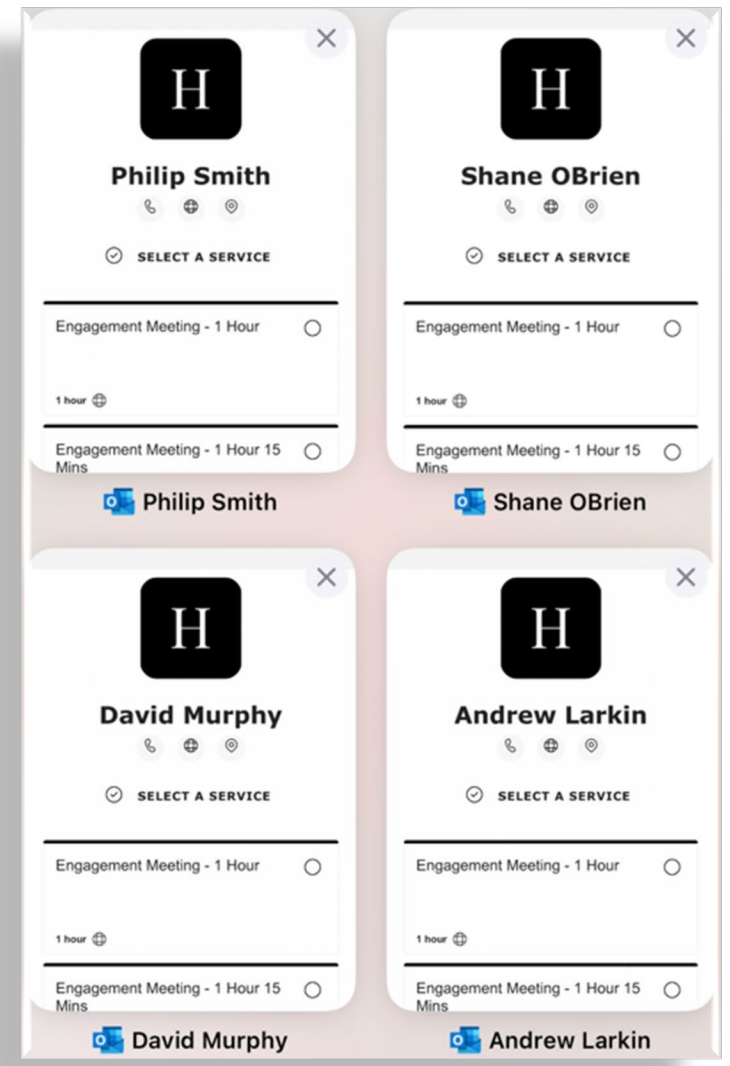
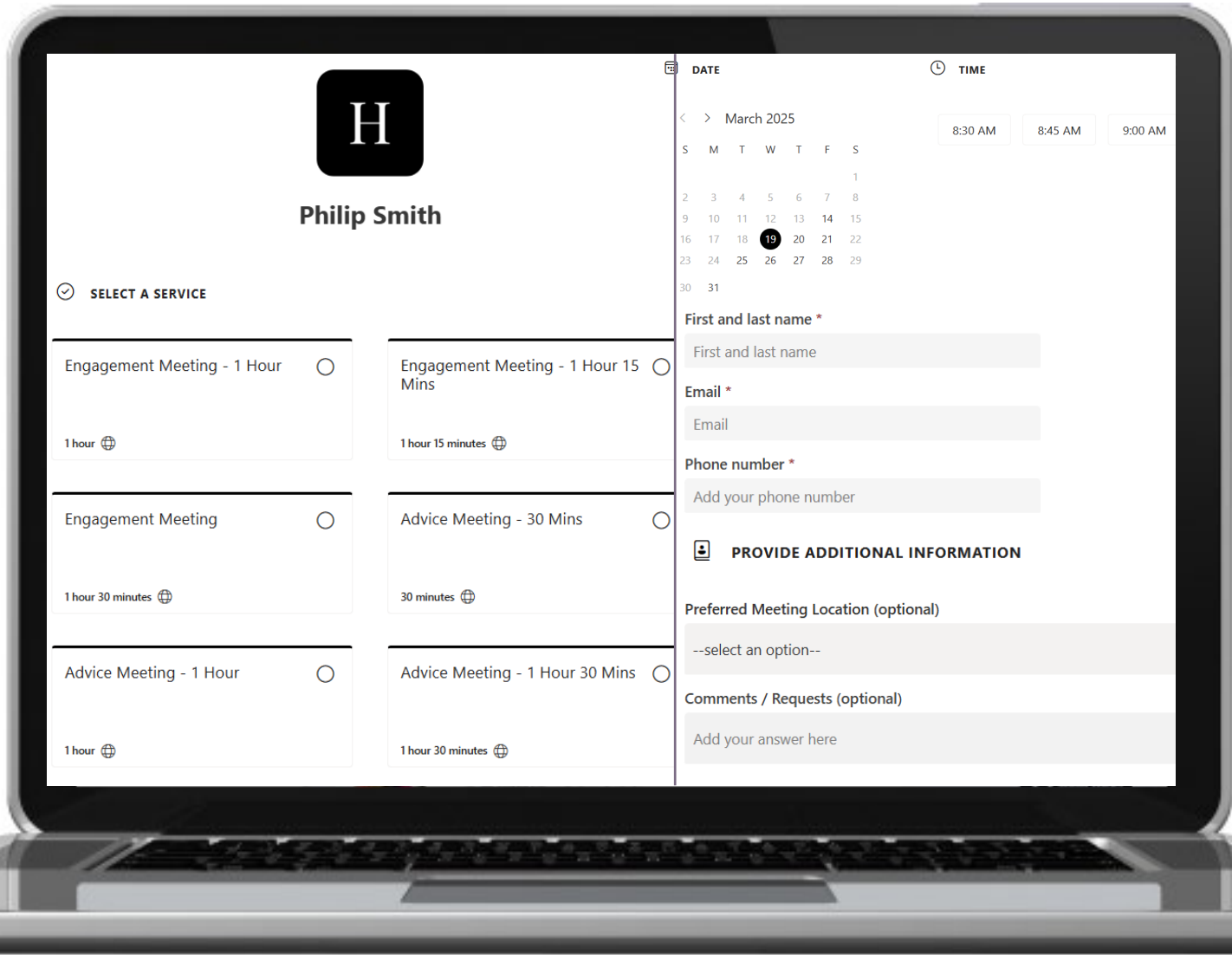
Forms and Power  
Automate

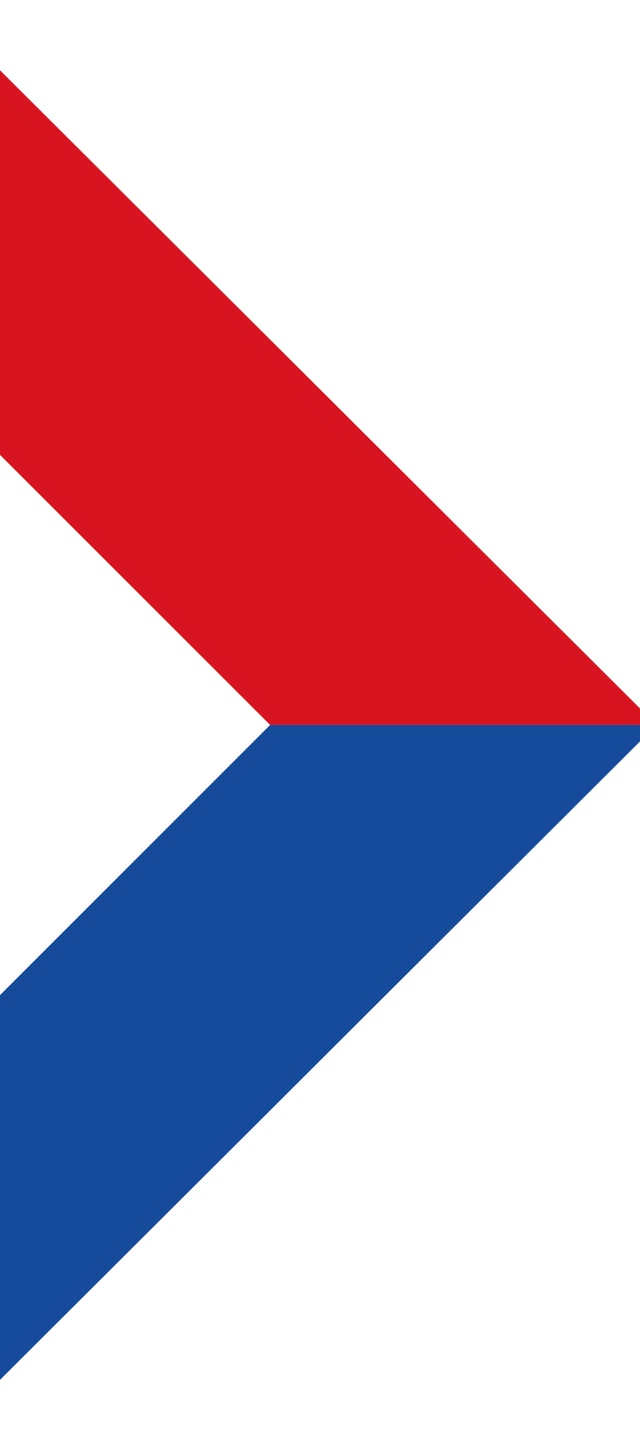


Bookings



Quick  
wins





# Today and in the future



Driving practice  
efficiency

Improving  
engagement

Enhancing  
education