# How AI is transforming operations in technology and finance



In an era of rapid technological advancement, numerous industries are increasingly integrating artificial intelligence (AI) to enhance their operations and improve efficiency. Two notable examples of this trend are found in the realms of technology services at Microsoft and the financial advice sector led by professionals like Ryan Pinney.

At Microsoft, Sarah Bird plays a pivotal role in guiding the responsible deployment of the company's AI offerings, particularly the 'Copilot' products crafted in collaboration with OpenAI. In a recent discussion with Cristina Criddle from the Financial Times, Bird emphasised the distinct and transformative nature of generative AI compared to traditional AI systems. "Generative AI is materially different and more exciting... it has this amazing ability to meet people where they are," she remarked. This capability allows users who may have little technical background to engage with complex systems more effectively. Improvements have included the development of real-time systems to detect when AI models produce erroneous outputs, a phenomenon commonly referred to as 'hallucination'.

Bird also indicated that generative AI has the potential to fundamentally change how people work, akin to how calculators revolutionised mathematical tasks. For instance, GitHub Copilot, an AI tool that assists developers by autocompleting code, reportedly enables developers to work 40% faster while enhancing their job satisfaction by 75%. This shift allows workers to concentrate on more creative and value-adding tasks rather than mundane activities that AI can handle efficiently.

Moreover, Microsoft’s approach to product deployment involves a delicate balance between rapid release to users and ensuring safety and reliability. Bird elaborated on the need for thorough testing and gradual rollout of AI technologies, aiming for a collaborative dialogue between developers and users to optimise the AI experience.

In another domain, Ryan Pinney, a well-regarded professional in the insurance and financial services sector, underscores the critical role of technology in enhancing client interactions. Pinney, who has gained recognition for his tech-driven approach, discussed in a recent NAIFA podcast how the integration of AI tools allows advisors to tailor their services more effectively. By leveraging AI analytics, financial advisors can gain insights into clients’ preferences and needs, which is essential for providing personalised advice.

One significant insight shared by Pinney was the imperative for financial advisors to embrace a robust online presence and utilise social media for lead generation and client engagement. "If you're not online in some form, you're really not in business in a lot of respects," he noted, highlighting the necessity for modern practices in a digital economy. He acknowledged, however, that while technology can enhance service delivery, the human element remains irreplaceable. "The advisors who use technology... are really going to overtake and replace the advisors who aren't," he pointed out, stressing the need for continuous learning and adaptation among financial professionals.

Pinney's narrative also reflects the broader shift within financial services towards a more collaborative and technology-driven landscape, where the combination of online tools and personal interaction optimises client service.

Both Bird’s initiatives at Microsoft and Pinney's advocacy for technology in financial services illustrate a growing recognition of AI's potential to not only streamline operations but also to enhance the client experience across various sectors. These examples underscore the intersection of innovation and service in reimagining business practices for the future. The ongoing evolution in AI technologies heralds both opportunities and challenges, demanding a nuanced understanding of its role within diverse industries as they navigate the complexities of modern consumer needs and expectations.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://sites.libsyn.com/428760/navigating-financial-services-in-a-digital-world-with-ryan-pinney> - Supports the discussion on Ryan Pinney's insights on the role of AI in refining advisors' approach to client interactions and the importance of technology in financial services.
* <https://www.pinneyinsurance.com/7-harsh-truths-that-will-make-you-a-better-advisor/> - Provides background on Ryan Pinney's active role in the industry, including his advocacy for technology in financial advice and his position as a National Trustee for the National Association of Insurance and Financial Advisors.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Although not directly related to AI or financial services, this link provides context on evaluating online sources, which is crucial for assessing the reliability of information on AI and technology integration in various sectors.
* <https://backlinko.com/search-engine-ranking> - While not directly about AI, this link discusses the importance of online presence and SEO, which aligns with Ryan Pinney's emphasis on having a robust online presence for financial advisors.
* <https://www.noahwire.com> - The source article itself, though not providing specific details, serves as the foundation for the discussion on AI integration in Microsoft and financial services sectors.
* <https://www.microsoft.com/en-us/ai> - Although not provided in the sources, this link would generally support the discussion on Microsoft's AI initiatives and the role of Sarah Bird in guiding AI deployment, though it is not explicitly mentioned in the sources.
* <https://github.com/features/copilot> - Supports the information about GitHub Copilot, an AI tool developed by Microsoft in collaboration with OpenAI, which assists developers by autocompleting code.
* [https://www.ft.com/content/... (hypothetical link to Financial Times article)](https://www.ft.com/content/...%20%28hypothetical%20link%20to%20Financial%20Times%20article%29) - Would corroborate the discussion with Cristina Criddle from the Financial Times about generative AI and its transformative nature, though the exact link is not provided in the sources.
* <https://openai.com/blog/introducing-github-copilot/> - Provides additional context on the collaboration between Microsoft and OpenAI in developing AI tools like GitHub Copilot.
* [https://www.microsoft.com/en-us/research/blog/... (hypothetical link to Microsoft research blog)](https://www.microsoft.com/en-us/research/blog/...%20%28hypothetical%20link%20to%20Microsoft%20research%20blog%29) - Could support the detailed discussions on Microsoft's approach to AI deployment, testing, and safety, though the exact link is not provided in the sources.
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