

Danske Bank: Scaling assistive technology organization-wide

Danske Bank is a Nordic bank, the largest retail bank in Denmark, with over 5 million retail customers.

In the summer of 2023, the Bank announced its Forward '28 strategy to strengthen the organization and create a more focused business trajectory to exceed its financial targets. With the maturing of generative AI, Danske Bank was quick to see its potential to revolutionize their industry and transform the way their own company operated, to increase efficiency and productivity, reduce costs, and open up new opportunities for growth. They were keen to start to explore a custom GPT indexed with their own business content to automate repetitive tasks and provide instant responses to tactical pursuits, freeing up human staff to focus on more strategic objectives.

Infosys responded with a plan to help Danske Bank set up an A-team and the appropriate generative AI technology to build a secure, ethical-by-design chat-based assistant – DanskeGPT. The intent was to prototype and scale a solution to accelerate personal productivity, first in a sandboxed environment for experimentation,

while maintaining an abundance of caution that provides the guardrails to manage ethical and practical safeguards for issues like AI hallucinations. Microsoft's Open AI services in Azure provided the foundation. From start to pilot, the solution was ready in about six weeks, and soon scaled for ethical and safe use for about 3,000 users.

Today, Danske Bank's entire employee base is harnessing DanskeGPT's capabilities to assist them in their everyday activities – already seeing a 10-15% boost in productivity in some areas. Team Infosys continues to work, enhancing DanskeGPT with internal data, to deliver for Danske Bank new content, and enable new process improvements through effective ways of employing this flexible assistant. The team is also helping the Bank to quickly identify the parts of their business where the technology could have the most immediate impact. The effort also includes strategic moves to assemble a cross-functional team, including data science practitioners, legal experts, and business leaders, to scale the continued AI-powered transformation of Danske Bank.

“We are rapidly building capability to tackle hundreds of AI-powered ideas to drive productivity across our business units. From better insights and reporting to identifying risks and vulnerabilities, while improving our customer and company outcomes, we are prioritizing and delivering services into the bank with support from Infosys.”

– Jan den Boer, Head Strategic Sourcing, Senior Vice President, Danske Bank