

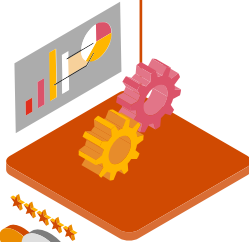


# Realising the potential: Empower your business with data, AI, and Web3 solutions

## Data, AI & Web3 Consulting Services

### Data Analytics Strategy & Governance

- Data Strategy & Data Governance
- Analytics Strategy & Operating Model
- Master Data Management
- Data & Analytics Literacy/Upskilling
- Data Governance Implementation
- Data Monetisation Advisory
- Generative AI Enablement



### Web3 & CIO Advisory

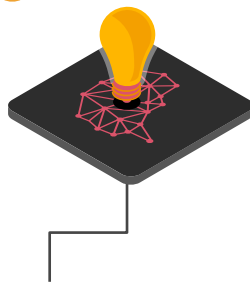
- FinTech & Web3 Strategy
- Blockchain Advisory
- Crypto and Digital Currency Advisory
- Metaverse Strategy and Enablement
- API Strategy and Enablement
- IT Strategy and Operating Model
- IT Governance Advisory



### Data, AI & Web3 Consulting Services

### Customer Insights

- Customer Segmentation and Retention Analytics
- Cross sell/upsell Insights, Next Best Action
- Omni-Channel Customer Analytics Enablement
- Conversation Intelligence with Contact Centre & CRM



### Intelligent Automation

- AI-enabled IoT automation
- Tax Automation & Analytics
- Self-Service Data Automation
- Contract Digitisation
- Document AI with NLP
- Low-code Automation



### RegTech Analytics

- Integrated GRC Analytics
- ESG D&A Strategy and Enablement
- IFRS9 & IFRS17 data strategy
- Responsible AI Advisory



### Cloud D&A Enablement

- Cloud Data Platform Strategy
- Cloud Data Lake and Data Lakehouse Implementation
- Cloud Migration
- Cloud Analytics Enablement
- Cloud Application Modernisation
- Finance Cloud Transformation



# Generative AI Advisory & Piloting

*Ideate and pilot your GAI use cases with PwC's global AI expertise and industry-specific Responsible AI framework*

## Ideate GAI Use Case

Ideate and prioritise GAI use cases that best suit your customer strategy and innovation vision:



### Reimagine customer experience

Co-create with our customer experience & AI experts to reimagine a "GAI-enabled" customer journey



### Risks & Security peace of mind

Assess the identified GAI use cases with our responsible AI framework



## Pilot a "Quick Win"

Pilot small but impactful GAI use case(s) to capitalize on "quick win" benefits



Data Enrichment



Fine-tune the GAI model



Engaging UI for best customer exp

## Scale and Govern

### Scaling GAI

Develop a tactical roadmap to drive additional use cases and change management across the organisation



### Value Optimisation

Measure and monitor GAI benefits to continuously fine-tune your customer analytics strategy



### GAI Governance

Ensure your GAI solution complies with leading practices in ethics, security, privacy, accuracy and impartiality



**GAI Value Realisation**



**Accelerated Pilot Deployment**

## Benefits



**Tailor to your Industry Needs**



**Risk, Security & Ethical lens**

## Contact us

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