

SOCIETE GENERALE PRIVATE BANKING



INITIATIVE	GenAI-Automated Reports for Managed Portfolios
AWARD	Celent Model Wealth Manager 2025 for AI-Driven Wealth Management Solutions
EXECUTIVE SUMMARY	<p>Societe Generale Private Banking's GenAI tool exemplifies the successful adoption and execution of large language models (LLMs) and generative AI (GenAI) in financial services. The tool automates the analysis and writing of managed portfolio performance reports that portfolio managers share with their clients. The tool combines portfolio data with macroeconomic commentary to generate personalized insights explaining the key drivers and performance of a client's investments.</p> <p>The project team at Societe Generale conducted a simple 15-day test to prove the idea's efficacy and took just six months from kickoff to releasing a minimal viable product (MVP) for portfolio managers to use.</p>
AUTOMATED ANALYSIS	<p>The new GenAI reporting process automates text in natural language explaining what clients need to know about their investments, personalized to their unique portfolios. These insights include the following:</p> <ul style="list-style-type: none"> • Market conditions • The portfolio manager's investment decisions • Portfolio performance and key drivers • The contribution of specific financial instruments
KEY BENEFITS	<ul style="list-style-type: none"> • Time savings for portfolio managers: Up to 100 minutes saved per report when totalling the time for analysis, writing, and client meeting preparation. • Improved client experience through personalizing report insights. Each report has client-specific data and performance drivers. • Ability to generate more reports for more clients. Capacity to produce 84k+ report texts per year. • Standardization of the report's look and feel and alignment of firm-wide messaging and market commentary. • Reduction of human error.
KEY VENDORS	<p>Microsoft: Azure cloud and GenAI platform</p> <p>OpenAI: GPT large language models (LLMs) (as of today)</p>
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