**Boston Consulting Group (BCG)**

* **Automating tasks:** BCG utilises AI, especially generative AI, to automate tasks such as interview processing and analysis. Their AI tool "Gene" transcribes interviews, identifies key themes and generates presentations, significantly reducing the time required for these tasks.
* **Enhancing client engagement and content creation:** BCG developed "Gene," a conversational AI, initially as a podcast co-host, but its role expanded to engaging with clients at live events and facilitating discussions on AI and thought leadership.
* **Improving efficiency and productivity:** BCG implemented an enterprise GPT, granting all employees access to AI tools while maintaining data security. This allows consultants to perform tasks like document summarisation and administrative functions more efficiently.
* **Measuring AI's impact:** BCG conducted experiments to quantify the effects of generative AI on employee performance. Results showed a significant productivity increase for straightforward tasks but highlighted the need to address potential pitfalls in complex tasks.
* **Mitigating risks:** BCG has implemented guardrails for AI use, such as human review of AI-generated insights, continuous oversight of workflows, and model fine-tuning based on user feedback.

**PwC**

* **Enhancing Auditing Processes**: PwC employs AI in auditing through tools like GL.ai, which analyses documents and prepares reports, improving the efficiency and accuracy of audits.
* **Improving customer engagement:** PwC utilises generative AI to enhance customer engagement by enabling self-service options and providing more interactive customer experiences.
* **Automating tasks**: Similar to BCG, PwC uses generative AI to automate high-volume tasks like processing insurance claims, streamlining software development, and analysing unstructured data such as contracts and customer feedback.
* **Strategic AI Deployment**: PwC focuses on integrating AI strategically across various business operations, including customer service, software development, and data analytics.
* **Responsible AI Development and Implementation**: PwC emphasises Responsible AI, a practice that acknowledges and addresses the potential risks associated with AI. They focus on implementing AI solutions transparently and ethically, prioritising risk management.
* **Upskilling the workforce**: PwC invests in training its workforce on generative AI, equipping them with the skills to leverage this technology while addressing potential risks and promoting responsible AI practices.

**The Big Four Accounting Firms (Deloitte, EY, KPMG)**

* **Enhancing Audit Accuracy and Efficiency**: The firms use AI to analyse vast datasets, identify trends, detect fraud, and provide deeper financial insights, ultimately leading to more precise and efficient audits.
* **Fraud Detection and Risk Assessment**: AI tools are used to analyse general ledger entries (e.g., EY's Helix GLAD), identify anomalies, and assess risk in financial statements, strengthening fraud prevention measures.
* **Automating Mundane Tasks**: Robotics and drone technology are being adopted for tasks like inventory observations, automating repetitive processes, and improving audit efficiency.
* **Augmenting Human Capabilities**: A common theme is the focus on AI as a tool to complement, not replace, human auditors. This approach ensures that human expertise and judgement remain central to the audit process.
* **Continuous Innovation and Training**: The firms are dedicated to ongoing learning and development in AI, creating training programmes for auditors and developing new AI tools and applications.