

Nomination: 8998

How is GAIA EXPO Revolutionizing HR and Work with No-Code AI ?

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Cathay United Bank
Mobile Phone Number +886 2 8722 6666
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title How is GAIA EXPO Revolutionizing HR and Work with No-Code AI ?
Category B01 - B67 Achievement > B27 - Achievement in Machine Learning and AI
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required As a Domestic Systemically Important Bank (D-SIB) in Taiwan, Cathay United Bank (CUB) leads Cathay Financial Holdings to consistently rank among the top three most profitable financial institutions in Taiwan, leveraging its strong financial performance. CUB is committed to becoming the "Best Financial Institution in the Asia-Pacific Region" and supports this goal through over 230 cross-border service locations across Taiwan, Greater China, and ASEAN. To maintain market competitiveness, CUB actively invests in digital transformation and talent development, recently receiving recognitions such as the "2024 Stevie Awards for Great Employers" and the "2024 Harvard Business Review Innovation Model Transformation Award." Recognizing the importance of AI in the future of finance, we have been actively recruiting AI talent externally and have launched an inclusive AI platform called "GAIA EXPO" internally. Initially, we are using AI to streamline administrative tasks, then optimize human resource decisions, and ultimately integrate AI into the daily work of our employees. By empowering employees to incorporate AI into their daily workflows, we aim to enhance efficiency, drive innovation, and thereby maintain a competitive edge in a rapidly changing market.
b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required To address the growth in operational scale and employee numbers, Cathay United Bank successfully launched the inclusive AI platform "GAIA EXPO" and initially applied it to HR management. The core of "GAIA EXPO" is a no-code AI development tool that combines generative and discriminative AI models, allowing HR to develop using its drag-and-drop interface and pre-set components. We started with an "HR chatbot" as an initial attempt, utilizing NLP technology to effectively respond to employee inquiries about labor regulations and personnel rules. The trial satisfaction rate exceeded 93%. Next, the "Employee-Risk Guardian" uses classification and anomaly detection algorithms to automatically analyze employee behavior data. Upon receiving a report of abnormal employee behavior, it automatically performs risk grading. For low-risk cases, GEN AI automatically generates management recommendations, while for medium-to-high-risk cases, HR is immediately notified to initiate a formal investigation. This not only verified an accuracy rate of 95% but also significantly improved the response speed for fraud risk control. Based on the confidence gained from these two successful practices, we will actively promote the widespread adoption of "GAIA EXPO" in the second half of the year, encouraging employees to independently develop AI tools and build an inclusive AI ecosystem.
c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required The uniqueness of "GAIA EXPO" lies in its inclusivity. Compared to other players in the industry where AI applications are mostly concentrated in specific departments or led by IT, CUB is the first to empower all employees with AI development capabilities, enabling them to transform innovative ideas into AI tools that solve daily work pain points. a. "Service" provides GEN AI services tailored to the specific business scenarios of various departments, such as the HR KM Chatbot and the Credit Management AI Assistant. These services accurately and quickly resolve daily operational queries, significantly reducing repetitive workloads, promoting the efficient transfer of departmental expertise, reducing employee errors, and enhancing the productivity of each department. b. "Market" integrates a no-code AI production tool that utilizes generative and discriminative AI, along with M365 copilot. This allows employees, without programming skills, to directly use these powerful tools to transform innovative ideas into practical AI features and even upload and share. This bottom-up innovation mechanism, in contrast to past IT-led technology applications, can more accurately address practical needs. c. "School" provides comprehensive learning resources, from online tutorials covering basic information security, usage ethics, and prompt techniques to advanced development. It encourages employees to self-learn AI skills and cultivate a positive attitude towards embracing new technologies. Through AI technology, "GAIA EXPO" effectively elevates employee work efficiency and creativity, and also fosters a culture of active learning and innovation, becoming a key driving engine for CUB to maintain high competitiveness.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The attached file contains the supporting materials, including the GAIA EXPO, GAIA STUDIO, AI HR Chatbot, and Employee-Risk Guardian mentioned above, along with data on the benefits achieved.

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Would you like to add an additional supporting document?

No

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