



Bank deposit mo, protektado!

NEWS RELEASE

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PDIC shares nascent AI experience, digital transformation journey in UP Forum on public communication



The importance of AI in corporate communication. Philippine Deposit Insurance Corporation (PDIC) Vice President Jose G. Villaret, Jr. shared the early AI practices and digital transformation journey of the state deposit insurer with students, educators, communication professionals, and media practitioners during the MAKI+Fiesta 2.0 festival at the University of the Philippines Diliman on December 11, 2025. One of the highlights of his presentation is the use of AI and technology to ensure improved efficiency and responsiveness to PDIC's various stakeholders, as well as in media monitoring, which further strengthens its communication initiatives.

The Philippine Deposit Insurance Corporation (PDIC), represented by Corporate Affairs Group Vice President Jose G. Villaret, Jr., shared its digital transformation journey and the role artificial intelligence (AI) plays in its communications and public awareness initiatives at the MAKI+Fiesta 2.0 event at the University of the Philippines (UP) Diliman.

A panelist in the event's *AI in Public and Development Communication* breakout session, Vice President Villaret talked about the recent launch of POLA, or the PDIC Online Assistant, the Corporation's AI-driven chatbot that more efficiently provides the public with key information about the PDIC and its operations, including deposit insurance. Also discussed during his presentation was how the PDIC maximizes AI and other digital tools for media content analysis in measuring the impact of its communications and public awareness initiatives and campaigns.

He also shared the Corporation's journey to transform PDIC into a more agile, efficient, and innovative financial regulator. All of these, he said, are expected to translate to more efficient public service through streamlined processes, data-driven decision-making, and predictive analytics.

Now on its second year, MAKI+Fiesta is a collaboration between the UP System, Quezon City Government, PumaPodcast, FYT Media, and Probe Productions. The media and communication festival aims to explore the dynamic role of creativity and innovation in empowering individuals and communities. For this year, the festival has invited speakers from the PDIC, the Presidential Communications Office, the Philippine Information Agency, and the Quezon City Government.

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The **Philippine Deposit Insurance Corporation (PDIC)** was established on 22 June 1963 by Republic Act 3591 to protect depositors and help maintain stability in the financial system.

The PDIC is an attached agency to the Bangko Sentral ng Pilipinas, and a member of the Financial Sector Forum, the Financial Stability Coordination Council, and the Financial Inclusion Steering Committee.

PDIC news/press releases and other information are available at the website, www.pdic.gov.ph.

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