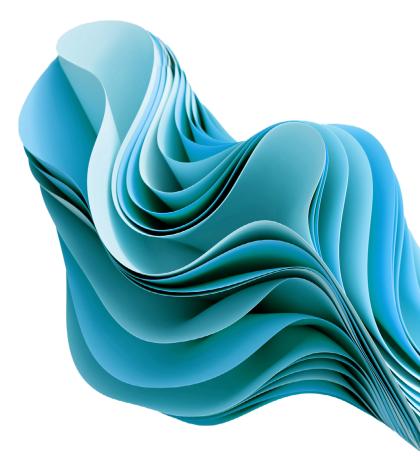# Break boundaries with generative AI

Introducing a new value chain for business

Look beyond productivity to win with generative AI

Boardroom discussions and dinner-table conversations have had one thing in common recently: generative AI. It's having an impact across industries:

- A global insurance firm is using gen-AI engines to pinpoint pricing for claims reimbursements, leading to faster, more accurate settlements

- To bring agility to its market response, a Fortune 500 global automotive manufacturer is using the technology to gather and summarize competitor product features in real time

- A large Japanese technology conglomerate is triaging and translating customer emails with generative AI to give customers a rapid response and better experience while boosting sales

But before all enterprises can reap similar rewards, there are considerations, lessons, and use cases executives should take on board.

Prime among them is a warning: the most dangerous thing about AI is assuming that it only delivers productivity. From deeper customer and employee relationships to greater revenue growth, innovation, and competitive insights, generative AI is reshaping roles and industries.

To turn gen-AI goals into reality, here are five key reflections on how to get the most from the technology:

- **Rethink workflows for the future**: Connect gen AI to the breadth of a company's data and processes to augment employees' work. But also use generative AI to build AI-native processes capable of continuous self-optimization

- **Enable human-centric hyper-personalization**: Combine generative AI with the experience, empathy, and ethics that people bring to achieve highly targeted, personalized communications at scale

- **Manage change**: Create an environment that people feel safe to learn in and engage with generative AI

- **Upskill at speed**: Use generative AI to build personalized training that delivers a strong user experience and drives adoption

- **Establish the first line of defense**: Build a responsible gen-AI framework for all stakeholders that prioritizes transparency, accountability, privacy, and the elimination of bias

How to integrate generative AI

1
Focus on **outcomes** and make sure you take an end-to-end approach

2
Embed gen AI into your **technology stack** and don't approach it as a point solution

3
Build solid **data foundations**

4
Experiment continuously

The characteristics of AI-first partners

Democratizers: Building the foundational models to bring AI to everyone

Technology architects: Using industry, functional, and technical knowledge to find solutions to business challenges

Solution creators: Developing outcome-focused solutions

Data specialists: Enabling clean, rich data, with strong governance

Genpact has deep capabilities as a solution creator, technology architect, and data specialist and has strong partnerships with the major democratizers. And because we own the meta-intelligence and algorithms companies need, we accelerate AI journeys for the world's largest companies.

Generative AI in the real world

- Generative AI is helping a **fintech giant** transform its know-your-customer and anti-money-laundering approaches by enhancing how it spots potential fraudulent transactions

- A **global media and entertainment company** is rethinking how it resolves customer disputes. A gen-AI engine analyzes online chat data and responds to customers in the right tone to address issues and leave them satisfied

- The procurement team at a **global medical devices company** has adopted generative AI to provide real-time answers to questions on contract clauses and payment terms, quickly addressing vendor disputes and recommending actions

- A **software development team** had more than 1,800 custom applications, so change requests took time. With generative AI, the product delivery team can increase throughput and reduce effort by 50% while accelerating code delivery by >40% and test design activity by 60%

- At **Genpact**, gen AI has enabled our accounts payable helpdesk to respond to supplier payment queries 35% more efficiently by querying the ERP for payment info and structuring messages for agents. We expect this improvement to increase