

HEXAWARE

Flipbook

Unleash the Power of Generative AI



Harnessing the Potential of AI and Generative AI While Navigating the Pitfalls

Once relegated to science fiction, Artificial Intelligence (AI) has emerged from the shadows, weaving itself into the fabric of our lives. Now, a new wave is upon us—Generative AI (Gen AI)—with the power to create entirely new realities.

But amid the excitement, a hurdle stands in the way: harnessing this potential at scale. The challenge? Identifying the right problems for AI and Gen AI solutions. Many organizations struggle to define their needs, leading to mismatched applications and a sense of “AI for AI’s sake.”

The path forward lies in a five-pronged approach toward Responsible AI: Fairness, Accountability, Transparency, Reliability, and Security. Imagine an AI playing by a clear set of rules, ensuring unbiased results, documented development processes, and clear explanations for its actions. This fosters trust and allows users to responsibly leverage AI’s full potential.

Responsible implementation will unlock the true power of AI and Gen AI, ensuring that they remain a tool for progress, not a barrier to it.

Hexaware: Leading the Generative AI Revolution

At Hexaware, we just don't endorse AI and Generative AI, we harness it to transform ourselves and our clients at scale. Our AI and Gen AI strategy focuses on disrupting the existing models through a structured approach, identifying high-impact use cases, and seamlessly integrating AI into existing workflows.

Our "Decode AI" and "Encode AI" frameworks guide you through the entire AI journey, from brainstorming to implementation. We also have a comprehensive portfolio of solutions addressing some relevant use-cases we've encountered at our customers. These solutions are a collection of both industry-specific and industry-agnostic offerings that can serve as a starter kit for our customers to customize as needed and implement, reducing their time-to-market.

Hexaware prioritizes data quality, traceability, and ethical principles in consonance with our Responsible AI framework. This approach ensures reliable, secure, and unbiased AI solutions.



Mobility and Alternative Energy Solutions Company - Enterprise GPT

Elevating User Experience through Intuitive
Gen AI Powered Conversations

Context

Facilitating smooth and intuitive user interactions is crucial for any organization. Our initiative focused on creating a solution that simplifies these interactions, integrating Gen AI to offer a more responsive and engaging user experience.

Solution

Interactive web interface: Developed a user-centric web solution for effortless registration, login, and Gen AI powered conversations, making online interactions more intuitive.

Personalized Knowledge Base: Empowers users with their own document data. Provides proper citations for referenced documents.

Benefits

- 20% Increased user productivity
- 20% turnaround time

95%

Operational cost
savings



20%

Reduction in sales
cycle time

Renowned Hospitality and Hotel Chain - Streamlining Opportunity Feed to CRM

Revolutionizing Event Planning

Context

The client's manual process of capturing and entering opportunities into their CRM system was time-consuming and prone to errors. They needed a solution that could automate this process and ensure that all opportunities were accurately captured and processed in a timely manner.

Solution

The solution is an opportunity feeding solution integrated with their CRM system to capture opportunities received through various channels.

- This is built to avoid manual intervention of opportunities received through various manual channels like emails
- Extracts event agendas from Client's diverse RFP formats, including Word, PDF and XLSX.
- Converts and presents the data directly into customer CRM

Benefits

- 80% Improvement in requirement accuracy
- 10% Enhanced Customer Retention



One of The Top 10 Insurance and Asset Management Companies in Belgium - Agent Assist

Gen AI Assistant for Insurance

Context

While on customer calls, the agents don't always have access to the all of policy documentation and customer specific policy data to provide effective advice and recommendations. They can also benefit from assistance and guidance to upsell/ cross-sell offerings.

Solution

Our team created an assistant powered by Gen AI to provide answers to inquiries regarding its wide array of general insurance products. We developed the assistant in close collaboration with our client's product department

- Complex RAG Architecture with Hybrid data (Public + Private)
- **Secure:** GDPR Compliant and personal data is stored In-memory and purged after every session.
- Real time feedback to the agent is provided and agent training time can be reduced

Benefits

- 40% Reduced response time
- 15% Improved productivity

30%

Increased
Customer
Satisfaction



60%

Faster speed to
market

American Health Information and Clinical Research Company - Gen AI powered self-service IT support

Reimagining Enterprise IT with Gen AI

Solution

Hexaware's Decode AI/Encode AI framework helped in rapidly identifying and validating Generative AI use cases through feasibility assessments and delivering scalable solutions that work seamlessly with the client's current enterprise architecture.

The adoption was further accelerated by leveraging Tensai®, Hexaware's Gen AI powered platform, to help alleviate data privacy concerns and enable autonomous testing.

Our consulting team built a pipeline of 12 validated use cases in 6 weeks. We delivered a transformative self-service support solution leveraging Gen AI to harness the client's existing knowledge base.

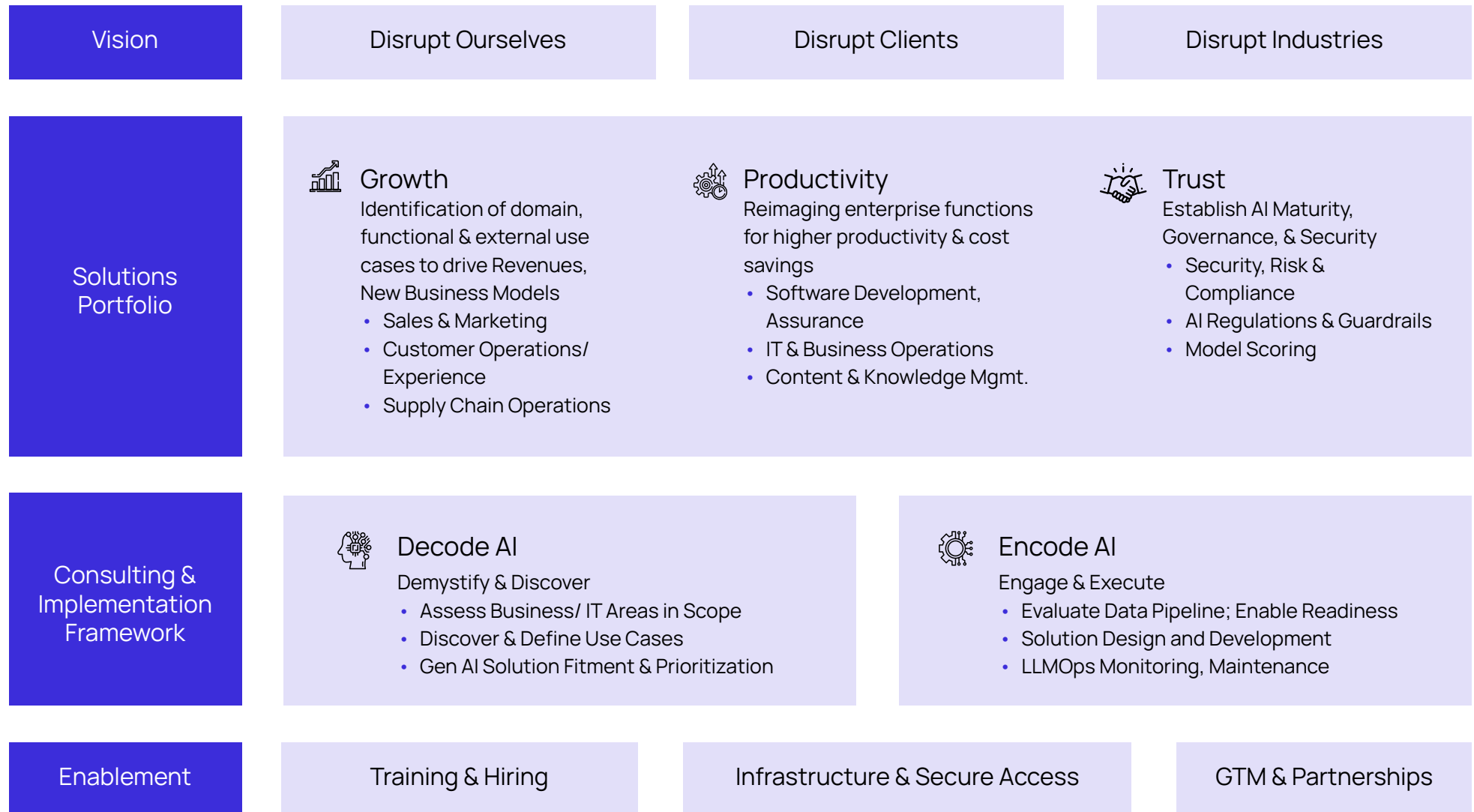
Additionally, there has been a 15% reduction in ticket volume which has freed agents to work on higher-complexity scenarios.

Benefits

- 15% Reduction in ticket volume
- 30-50% Productivity gains for manual test designs
- 100% Coverage for test scenarios

Experience the
Difference with
Hexaware

Our Gen AI Strategy at a Glance



Our Key Differentiators Across Technologies, Products, and Services



Proven accelerators to shorten time-to-market.
Based on our integrated domain and technology expertise.

Tensai®
AI Infused Run Services

Secure GPT Access	Enterprise Assist
Knowledge Management	Document Conversation
Production System Integration	Contact Center Assist

RapidX™ 2.0
AI Infused Build Services

Vision crafting	North Star Metric
Epic Definition	User Story Writing & Estimation
Code Base Analyst	Technical Documentation Assist



Proven framework for business outcomes.
Based on our broad experience with data driven innovation.

DECODE A}
Demystify & Discover

Gen A Strategy & Scoping	Value proposition discovery
Prioritization	Value Proposition Validation

ENCODE A}
Engage & Execute

(Data) Maturity Assessment	AI Governance (setup)
Model Scoring & Selection	Data Preparation
Infrastructure services	RAG & Finetuning
Solution Design & Development	LLM Operation & Optimization

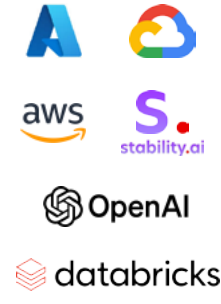
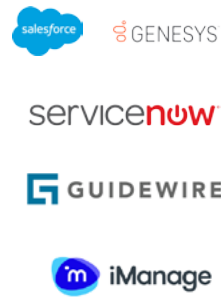


Enablers that allow us to deliver at scale & speed.
People & Partnerships

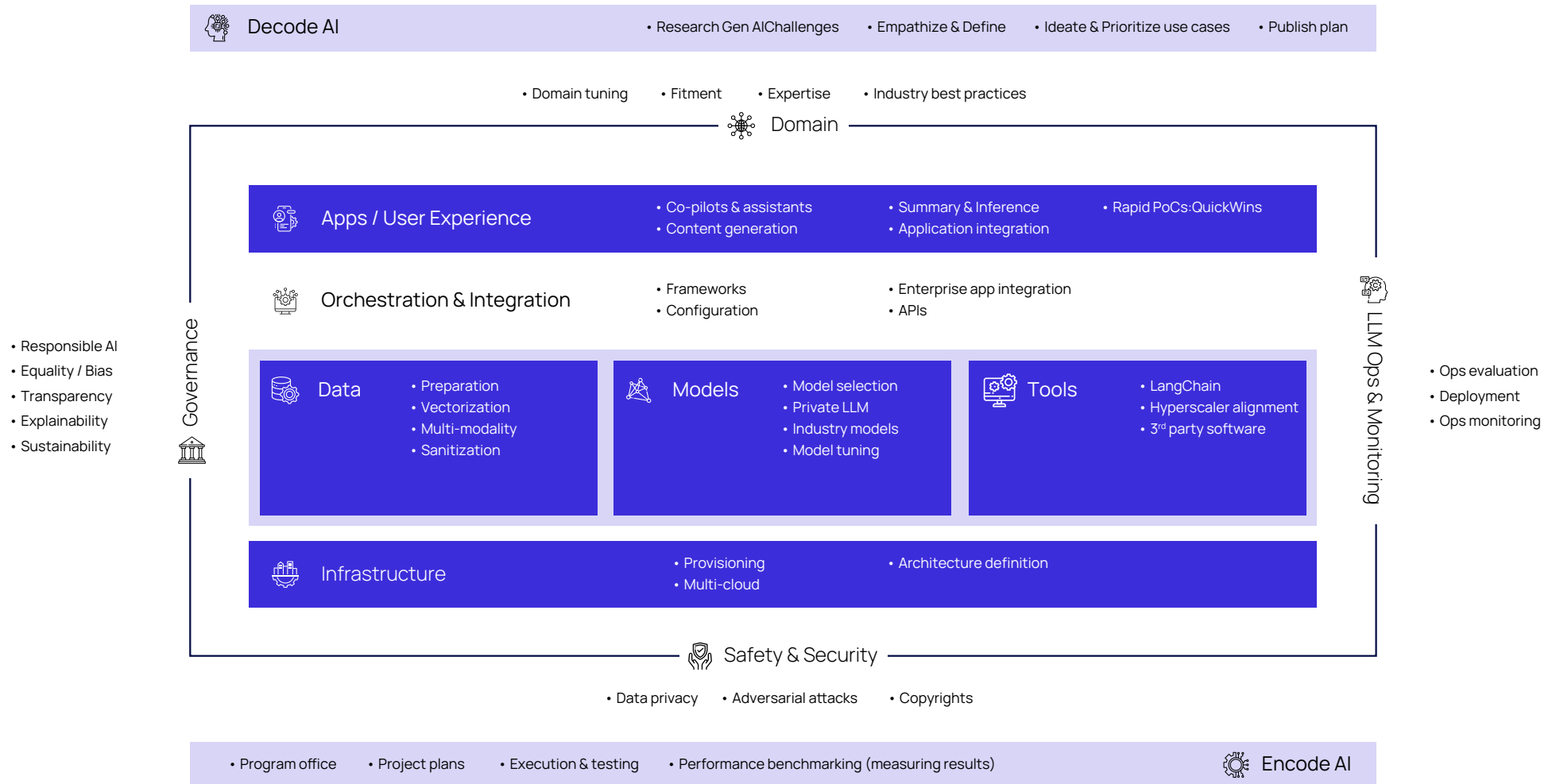
People

90% IT-Consultants Gen AI Certified	A GenAI Enabled Team in every project
Continuous Knowledge Dissemination	

Partnerships

Broad Partners 	Specific Partners (subset) 
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Our Services Catalog is Comprehensive and Multi-Faceted



Our Industry Solutions Portfolio

	Emerging	Experimental	Evolved
 Manufacturing, Retail & Consumer goods	Shop Floor Co-Pilot	Smart sales advisor Multimedia/Model Co-Pilot Marketing campaign insights Order fulfilment	Intelligent product analysis Tensai Contact Center Digital Twin Interaction analytics Secure API - PII Review Analytics & Tag-Ad Generation
 Healthcare, Life sciences & Insurance	Synthetic clinical data gen. Insurance chatbot	Protocol authoring Claims prediction & prevention	Multi Source Data inference Personalized video creation Secure API- HIPAA Insurance Co-Pilot Medical coding automation
 Banking & Financial Services	Next Gen CX Regtech Hyper automation for BFS Hexadvisor Wealth mgmt. chatbot	Multimedia/Model Co-Pilot Fin. statement analyzer	Secure API - PIC DSS BondReco Tensai Contact Center Digital Twin Instant loan audit
 Professional Services	Audit Assistant Unlocking data insights	Case citation Legal Private LLM	Secure API - PII Document data extraction
 Travel & Transportation	Irregular ops. handler Charming concierge Dynamic packaging	Content curator Multimedia/Model Co-Pilot	Agenda builder Secure API - PII JD optimization Tensai Contact Center Digital Twin Multi Source Data inference

● Sales
 ● Marketing/Content Generation
 ● Customer Service/Experience
 ● Data /Analytics/Insights
 ● Operational Productivity/KM
 ● Security, Compliance & Risk
 ● SDLC Augmentation

★ Live on Azure Marketplace

★ Double wins at Microsoft AI Solutions Foundry-Top 5 & Noteworthy Solutions

★ Live on AWS Marketplace

About Hexaware

Hexaware is a global technology and business process services company. Our 30,000+ Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 50 offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

Get in touch