

HEXAWARE

Flipbook

Hexaware's AI Service Offerings and Capabilities



Introduction

AI-First with Hexaware

Unleash the Future of Your Enterprise

Artificial Intelligence (AI) is set to revolutionize your business, propelling it to new heights of augmented intelligence. With AI, your team becomes the driving force behind transformative growth, achieving unprecedented scale, speed, and success.

The Pillars of AI: Ethical, Reliable, and Explainable

Navigating the complexities of AI requires a focus on three essential principles: ethics, reliability, and transparency. These pillars ensure that your journey with AI is not just a technological shift, but a transformative experience for all who share and support your vision.

Hexaware: Pioneering an AI-First Approach

At Hexaware, we've embraced an AI-first mindset, continuously innovating to ensure your transition to AI is seamless and successful. Our expertise paves the way for you to achieve your goals faster and with greater confidence.

Simplify Your AI Journey Today

Join us in simplifying your transition to AI. Let's embark on this journey together and unlock the full potential of your enterprise.

Build Your AI-First Outlook

Our GPT Approach Checks the Right Boxes

Enhance your transformation strategy, supporting your teams with advanced AI solutions for faster, smarter decisions. Streamline integration roadmaps using powerful accelerators, leveraging our expertise with AI partners, platforms, and hyperscalers to ensure success.



GROWTH

Identify domain, functional & external use cases to drive revenues and new business models

- Sales & Marketing
- Customer Operations/ Experience
- Supply Chain Operations



PRODUCTIVITY

Reimagine enterprise functions for higher productivity & cost savings

- Software Development, Assurance
- IT & Business Operations
- Content & Knowledge Management



TRUST

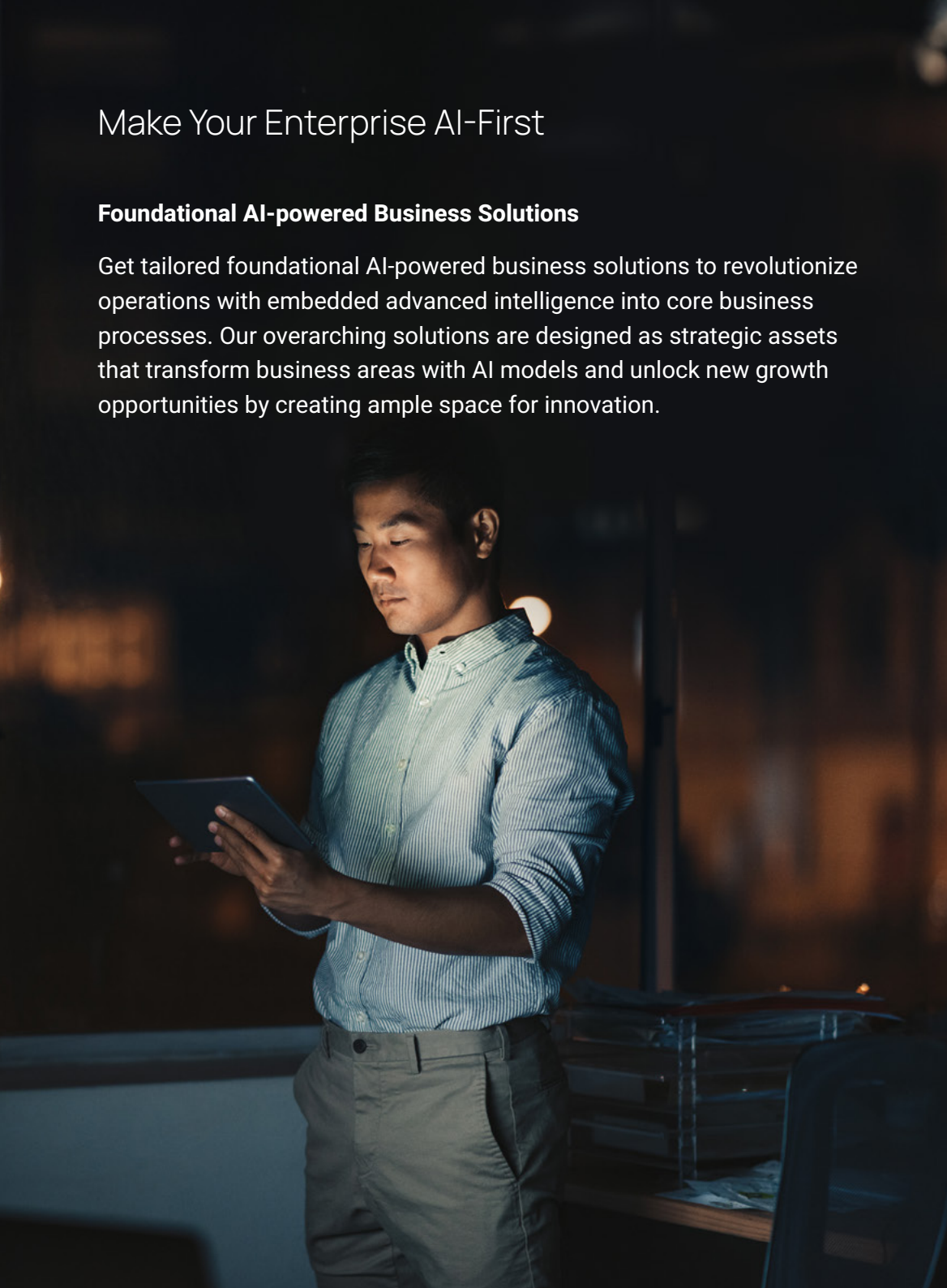
Establish AI maturity, governance, & security

- Security, Risk & Compliance
- AI Regulations & Guardrails
- Model Scoring

Make Your Enterprise AI-First

Foundational AI-powered Business Solutions

Get tailored foundational AI-powered business solutions to revolutionize operations with embedded advanced intelligence into core business processes. Our overarching solutions are designed as strategic assets that transform business areas with AI models and unlock new growth opportunities by creating ample space for innovation.



Customer Insights	AI/Gen AI for MarTech
AdTech Consulting	Finance Analytics
Operations Analytics	Intelligent Supply Chain
Data Science Pods	MLOps
LLMOps	Industry-specific AI Solutions

Value-first AI Solutions:

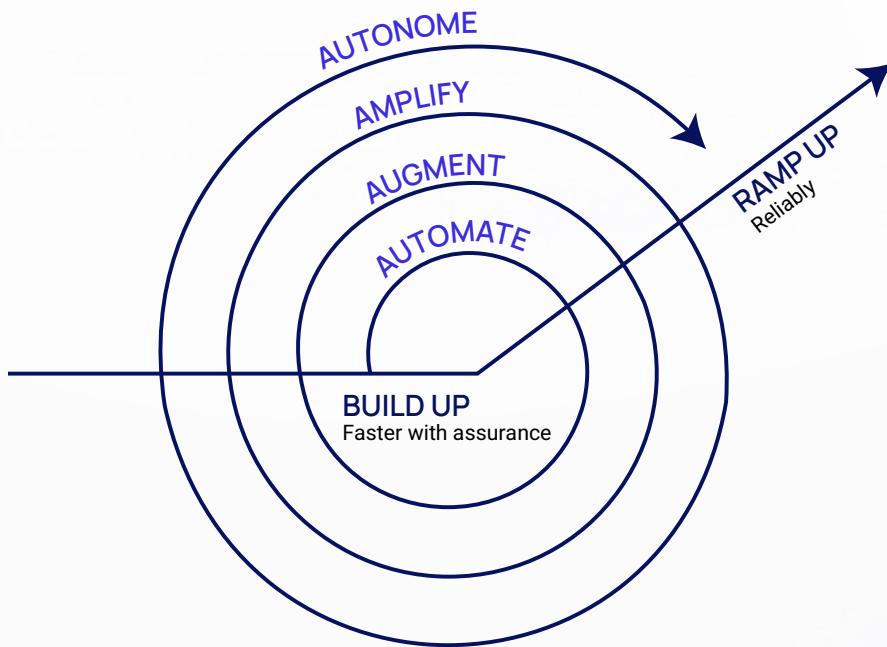
Focus on Outcomes & Business Impact

Industry AI Model Catalogs:

Pre-built AI/ML Models and Frameworks

Accelerator-led Approach:

Powered by Demo-able AI Platforms



Exponential Value with AI-First

Fusion of Conventional and Generative AI

Seamlessly integrate conventional and Gen AI, harnessing the strengths of both. With our emphasis on simplifying accessibility for advanced analytics and applications, our Gen AI-enabled platforms are built to make it easy to drive automation, development, and data management.

Faster, Safer and Reliable AI

Friction Reports

Ignition Labs

Low-code ML

Knowledge Library & Assets

Model Inference & Forensics

Multi-modal Data Processing

ML Ops

ML Audits

Adapt



Extend

Adapt & Industrialize Generative AI

Prompts & In-context Learning

Data Orchestration &
Decoration

FoundationModels Triage
& Orchestration

Vector DBs And Embeddings

Re-enforcement Learning
Human Feedback (RLHF)

LLM Model Adaptation
and Tuning

LLM hosting & OPs

LLM Guard Rails &Validation

AI Case Studies

A woman with long dark hair, wearing a teal button-down shirt, is seated at a desk in a dimly lit office at night. She is focused on a tablet device, with her hands positioned for typing or swiping. To her left, a laptop is open, and a desk lamp provides a warm, focused light on her workspace. The background is dark, with blurred bokeh lights from other office areas, creating a professional and quiet atmosphere.

Key AI Use Cases Across Industries

Quick preview of the value you'll discover as you read through this flipbook.

Banking & Financial Services

25% savings in annual contact center expenditure with conversational AI.

See page 8

70% cost reduction with AI automation for client onboarding processes.

See page 9

Manufacturing & Retail

50% reduction in heavy-duty equipment idle time based on predictive maintenance AI models.

See page 16

A food delivery app sees a **136% surge in app traffic** through personalized AI engagement.

See page 17

Insurance

8% loss ratio improvement driven by AI models for claim pattern recognition.

See page 11

Built about **15 pricing models within 4 weeks** based on predictive AI for insurance vendors.

See page 12

Transportation and Hospitality

Daily passenger forecasting based on AI model based on **40 Million historical data records.**

See page 21

80% improvement in understanding lead conversion requirements.

See page 23

Health Care and Life Sciences

AI automation for the classification of **3 million** clinical trial documents per year.

See page 14

Self-service Gen AI-driven testing automation for enterprise IT, with **100% coverage** for test scenarios.

See page 15

Hi-Tech & Professional Services

30% reduced service costs driven by AI-optimized installation operations.

See page 26

AI document assistant for paralegal medical consultants makes **analysis 2 times faster.**

See page 27



Financial Services

Client: Specializes in investments, pensions, and retirement financial services

A New Customer Engagement Experience with Conversational AI and Analytics

Elevating customer experience by integrating cutting-edge digital customer engagement channels powered by AI innovation.

Solution

- Modernized contact center by progressively implementing digital channels, conversational AI, and speech & text analytics
- Undertook end-to-end ownership and increased cost savings and better customer experience with AI

Benefits

- Empowered agents with AI insights for smarter decisions and improved service quality.
- Seamlessly integrated new digital channels and analytics for a future-proof contact center.



25%

Savings in annual
contact center
expenditure



Financial Services

Client: Specializes in wealth management, commercial banking, and investor services

Comprehensive AI Automated Client Onboarding Operations

Transforming financial services operations with an AI automation solution, ensuring accurate and compliant onboarding processes while integrating seamlessly with existing ERP/CRM systems.

Solution

- Implemented custom AI-driven KYC and AML solution
- Front-to-back claims automation using NLP
- Enhanced fee, billing, and invoicing systems through comprehensive automation

Benefits

- Established shared services for trade, reconciliations, corporate actions, and reference data, with automation across multiple reconciliation workstreams

50%

Lower software
licensing costs

25%

Faster customer
onboarding

70%

Cost reduction in client
onboarding processes



Banking

Client: Dutch multinational bank

AI Tracking Solution for Livestock Management

A bank with valuable agriculture clientele wanted to help farmers manage complex cattle operations and address challenges, even in low-connectivity regions.

Solution

- GPS and AI-enabled monitoring for large-scale farms, even within low connectivity areas in the country
- Managed the complexity of thousands of bovines effectively with detailed visualizations
- Detected and addressed abnormal behavior and health issues like sickness or difficulties in giving birth
- Gave access to location monitoring, grazing patterns, cattle behavior monitoring, water and resource availability, and more

95%

Reduction in
GPS threshold
inaccuracy

100%

Improvement in
data-driven insights
on cattle

96%

Reduction in
average response
time on issues with
cattle



Insurance

Client: Global marine insurance company

Enhanced Performance in Marine Underwriting with AI

Leveraging 16 years' worth of data to build an AI model that significantly improved the marine underwriting process.

Solution

- Our decision sciences lab's text analytics framework used 16 years of text corpus as input data
- Identified 68 leading causes of loss and 100s of new categories hidden and untapped
- Built six different marine-related taxonomies for easy natural language processing
- Our AI model was built and deployed to suggest the claim pattern of any new vessel and enable underwriters to make better decisions

Benefits

- 33% reduction in underwriting process effort after one year of implementation our model
- 100+ new causes of loss discovered

Improved loss
ratio by

8%



Insurance

Client: Secure health and financial solutions company

Improving Health Insurance Sales with AI for Vendor Influence Predictions

Utilizing 1st party data and additional information like Medical(Rx) and Diagnostic(Dx) from risk analytics vendors to generate consumable AI-powered insights on health insurance offerings.

Solution

- Developed iterative AI models for predicting vendor influence using DataRobot, incorporating features such as risk vendor data, groups, claims, ratings, and derived insights
- Created approximately 15 models within four weeks, focusing on individual vendors and combinations of vendors through DataRobot's segmentation modeling techniques
- Compared and evaluated the model performance, finding no significant difference between individual vendor inputs and any vendor combinations that would affect the loss ratio

Benefits

- Accurately identified risk vendor score weights that impact the loss ratio
- For patterns of high-cost claims, recommended building a pricing model to determine the appropriate premium value for the corresponding risk rating

Built around
15 pricing
models within
4 weeks



Client: Insurance and asset management company

Gen AI Assistant for Insurance Customer Service Executives

Empowered agents with real-time Gen AI support for personalized customer interactions and enhanced sales opportunities, encompassing customer insights and recommendations.

Solution

- Created a Gen AI-powered assistant for answers to inquiries regarding the wide array of general insurance products, in close collaboration with our client's product department
- Sophisticated RAG architecture with mixed public and private data
- Ensured GDPR compliance with a process where personal data is stored and automatically purged after each session

Benefits

- Real-time feedback to the agent
- Reduced agent training time

40%

Faster customer service responses

15%

Improved productivity

30%

Increased Customer Satisfaction



95%

improvement in
efficiency of auto
classification of
documents

Client: Global clinical and preclinical trials and research enterprise

Clinical Trial Document Auto-Classification

Automating the classification of clinical trial documents, our AI system streamlines sorting and categorizing complex medical records effortlessly.

Solution

- Enabled AI automation and Gen AI capabilities for record management, audit trail integrity, regulatory compliance, and digitization, classification, and sorting processes
- With an annual creation of 3 million documents, our automated system efficiently classifies nearly 1,000 documents hourly to meet operational demands
- Created a deep learning (DL) library and text analytics framework to build taxonomies and models

Benefits

- Average manual classification time of 20 minutes per document reduced to less than a minute
- Enhanced scalability to accommodate growing volumes of clinical trial documents without compromising efficiency or accuracy
- AI Automation for 3 Million Documents per year



Client: American health information and clinical research company

Re-imagining Enterprise IT Testing with Gen AI

Gen AI-powered self-service IT support solution offers instant access to self-service assistance, streamlining troubleshooting, issue resolution, and personalized support.

Solution

- Developed a transformative self-service support solution leveraging Gen AI to harness the client's existing knowledge base
- Conducted feasibility assessments and provided scalable solutions that seamlessly integrate with the client's current enterprise tech architecture
- Accelerated adoption using Tensai®, Hexaware's Gen AI-powered platform, to facilitate autonomous testing and address data privacy concerns
- Built a pipeline of 12 validated use cases within six weeks through our consulting team

Benefits

- Achieved a 15% reduction in ticket volume, allowing agents to focus on higher-complexity scenarios

60%

Faster speed to market

100%

Coverage for all test scenarios

50%

Productivity gains for manual test designs



Manufacturing

Client: Leading global copper manufacturer

Synergy between AI and IoT: Predictive Maintenance and Streamlined Operations

Leveraging IoT, AI, and advanced analytics to provide real-time monitoring and predictive maintenance for heavy-duty mining equipment and operations.

Solution

- Implemented advanced operational intelligence through IoT and AI analytics, providing near real-time reporting for quicker decision-making
- Enhanced SOP compliance for safety using an advanced driver assistance system and stratified alarms
- Utilized Gen AI to generate current state and forecast-driven operational models across the organization
- Achieved business process optimization by leveraging an AI co-pilot to drive value throughout the entire organization

\$10-50M

Lower software licensing costs

25%

Estimated increase in productivity

50%

Reduction in equipment idle time



Quick Service Retail

Client: US convenience store and gas station

AI for Customer Engagement through a Food Delivery App

An evolved food delivery mobile app for improved customer experience, operational performance, and overall convenience, making meals easier for customers on the go.

Solution

- Implemented a personalized engagement solution that triggers engagement based on micro-moments derived from a customer's history
- AI-generated unique fingerprint for each customer to predict propensity models for different micro-moments and recommends engagement strategy that maximizes spend
- Analyzed customer data from massive data sets spanning offline purchases and online mobile apps, fuel stations, and loyalty systems

Benefits

- Higher user engagement, resulting in increased share of wallet
- Decreased marketing costs by targeting user segments at optimal time intervals

75%

Increase in revisits
for engaged
customers

37%

Increase in yearly spend

136%

Increase in click-through rate



Retail

Client: Workplace and residential furnishings company

Empowering Secure, Intelligent Conversations with an Enterprise GPT

Unlocking the power of streamlined communication with our AI-driven interface, solving data challenges, and enhancing security for seamless marketing data management.

Solution

- Enhanced user experience with a user-friendly interface powered by Azure OpenAI, simplifying access to advanced AI technology
- Robust data management with Gen AI features for data retention, conversation tracking, and secure data handling within the organization's network
- Seamless integration and security leveraging Azure Active Directory for streamlined and secure user authentication and management
- Customizable and insightful AI model selection with detailed analytics supporting tailored performance and continuous improvement

95%

Operational cost savings

30%

Increased user productivity and turnaround time

100%

Compliance for PII data



Retail

Client: US-based hardware wholesaler and retailer

Gen AI Solution for Personalized Shopping Experiences

Unparalleled data quality, audience segmentation, and dynamic price indexing are complex challenges that we solved with Gen AI.

Solution

- Automated the enrichment of product descriptions using Gen AI to cater to distinct target audiences, enhancing the accuracy of competitive price indexing
- Derived product-level attributes with Gen AI to facilitate search, product discovery, and affinity baskets
- Developed a Gen AI digital assistant to respond to retailer queries about merchandising, stocks, substitutions, and discontinued items
- Created a vendor customer service Gen AI digital assistant to interact with vendors regarding payment statuses, reasons for short payments, and other inquiries

20%

Increase in conversation rates

25%

Improved search and product discovery

30%

Increase in click-through rates



Energy & Utility

Client: Mobility and alternative energy solutions company

Elevating Customer Experience through Intuitive Gen AI-powered Conversations

An enterprise GPT solution that simplifies interactions with Gen AI for its enterprise teams, offering a more responsive and engaging user experience.

Solution

- Activated an interactive, user-centric web interface solution for effortless registration, login, and chatbot interactions, making online interactions more intuitive
- Empowered enterprise users with personalized knowledge bases for proper citations of referenced documents, enhancing their document data management

20%

Increased user productivity

20%

Improvement in turn around time

95%

Operational cost savings



Client: International Airline Business

Forecasting AI Derives Accurate 'Passengers per Day Each Week' Data

Optimizing aircraft capacity with forecasts from a predictive AI solution based on historical data of airport operations, helping with accurate daily passenger predictions.

Solution

- Evaluated over 40 million historical data records spanning 650+ sectors over 12 months, representing more than 20 different features for forecasting
- Developed iterative segmented modeling, creating approximately 20-30 models within four weeks to forecast passenger counts for the next 30 days across multiple sectors
- Used a unique feature of our platform to forecast the passenger count for new upcoming sectors.

Benefits

- Assisted the network planning team in scheduling flights in high-performing sectors and airports.
- Increased profit through short-term temporal future event predictions, which are dynamic and not reflected in previous 'Passenger Per Day Each Week' data.

**Improved flight
scheduling in high-
performing sectors**



Client: Boating and yachting lifestyle company

Predictive Purchasing Power: Building a Propensity-to-Buy AI Model

Leveraging AI for categorizing customers derived from a propensity-to-buy data model, helping build a more personalized service.

Solution

- Designed dataset consumption views to optimize inputs for a Propensity-to-Buy model, leveraging AI for data preprocessing and feature engineering
- Developed a new ML model for Propensity to Buy using DataRobot's AI-driven automation, streamlining the model-building process
- Created a relevant model scoring method for batch scoring and storing results in a table, utilizing AI techniques for efficient data processing
- Conducted data validation against existing benchmarks, ensuring the accuracy of the model's predictions through AI-driven anomaly detection and outlier analysis

Benefits

- Implemented end-to-end data pipeline processes that power AI-driven business insights

85%

Accuracy achieved
on propensity to buy



Hospitality

Client: Renowned hotel and hospitality chain

Streamlining Win Opportunities with AI Fused with CRM Management Tools

An AI solution that automates lead capture, ensuring that all opportunities were accurately captured, delivered to the right action team, and acted upon promptly.

Solution

- Implemented an AI solution for opportunity capturing, integrated with our client's CRM system to capture leads from various channels.
- Designed to avoid manual intervention for opportunities received through manual channels such as emails.
- Extracts event agendas from the client's diverse RFP formats, including Word, PDF, and XLSX.
- Converts and presents the data directly into the client's CRM system.

20%

reduction in
sales cycle time

10%

enhanced
customer retention

80%

Improvement in
understanding
lead conversion
requirements



Client: High-performance concierge programs

Omnichannel AI-driven CX and Virtual Assistants

Empowering seamless delivery of digital content to both end customers and customer service representatives with precision timing powered by interactive AI and a multilingual self-service chatbot.

Solution

- Multilingual self-service chatbot powered by a combination of NLP & LivePerson's Gen AI capabilities
- Solution includes automation to handle validation, FAQ handling bot, and OOH hours
- Enables intelligent routing & prioritization
- Seamless 24/7 support through all possible messaging channels

Benefits

- The end consumer can reach customer support through any desired channel

25%

reduction in average
handling time

85%

Interactions routed
through chat

5-10s

first response time



Client: Global cloud computing leader

AI for Event Crowd Counting

Our AI solution provides real-time alerts about crowded areas, aiding monitoring and helping users navigate key event spaces such as registration and other event perks efficiently.

Solution

- Automated the counting of people in queues to free up event staff, enabling them to better assist attendees during large-scale events.
- Ran models locally, ensuring that only non-PII (Personally Identifiable Information) data was transferred to backend notification systems.
- Implemented a comprehensive AI solution to monitor crowded queues, allowing alerts for key event areas such as registration and other event perks.

Benefits

- Increased participant satisfaction
- 33% decrease in human resources for monitoring

50%

Faster queue
movement



Client: Global leader in materials engineering solutions

AI Optimization for Installations of Sophisticated Electronic Chips

As our client scaled up its operations to meet the growing demand for sophisticated electronic chip installations, harnessing the power of AI optimization became imperative.

Solution

- Phase 1: A reactive AI solution to address FTR (First Time Right) and MTTR (Mean Time to Recovery) in chip installations. Our AI-optimized equipment control automation adeptly handles known symptoms across 50K installations in 18 countries, ensuring rapid responses
- Phase 2: Enhanced this capability by incorporating text data analysis, enabling the proactive identification of potential issues before they escalate
- Phase 3: Integrated text data and IoT data for real-time monitoring and predictive analytics, providing a proactive solution to prioritize the next best action for known symptoms

Benefits

- Empowered installation operations with comprehensive insights for optimized performance and superior outcomes

30%

Reduction in
service costs



Legal

Client: Corporate legal services company

AI Document Assistant for Paralegal Medical Consultants

Implementing an AI document assistant to support paralegal medical consultants, streamlining the analysis of extensive medical case files and automating info extraction.

Solution

- Developed an AI-powered solution to search text within PDFs up to 500MB in size
- Automatically extracts both simple information, such as patient names, and complex data, like the root cause of medical injuries
- Analyzed each medical injury case, involving 700 to 1000+ page files, to extract key information, including the root cause

Benefits

- Achieved 100% search automation, eliminating manual effort
- Enhanced accuracy and efficiency in extracting critical information
- Realized significant time savings in processing large medical case files
- Improved consistency and reliability in data extraction

2x

Faster case
file analysis

Leading the Change
with Hexaware



Delivering Transformative AI-First Services with our Proprietary Platforms

App Modernization

Design, build, and market digital products, platforms, and applications

rapidX™
for Requirement Clarity

rapidX™
for Application Architecture

rapidX™
for Code Comprehension

rapidX™
for Digital Assurance

Core Transformation

Achieve digital transformation and modernization at speed and scale with actionable insights

amaze®
for Assessment

amaze®
for Modernization

amaze®
for Migration

tensai®
for Migration

Process Optimization

Enhance business outcomes through process optimization

tensai®
for Operations

tensai® / Contact Center Solution
for GenAI Agent Assist
Intelligent Email Manager
Content Hub

IT Run Operations

Boost efficiency and lower costs across your IT landscape

tensai®
for Agility

tensai®
for Efficiency

tensai®
for Assurance

tensai®
for Experience

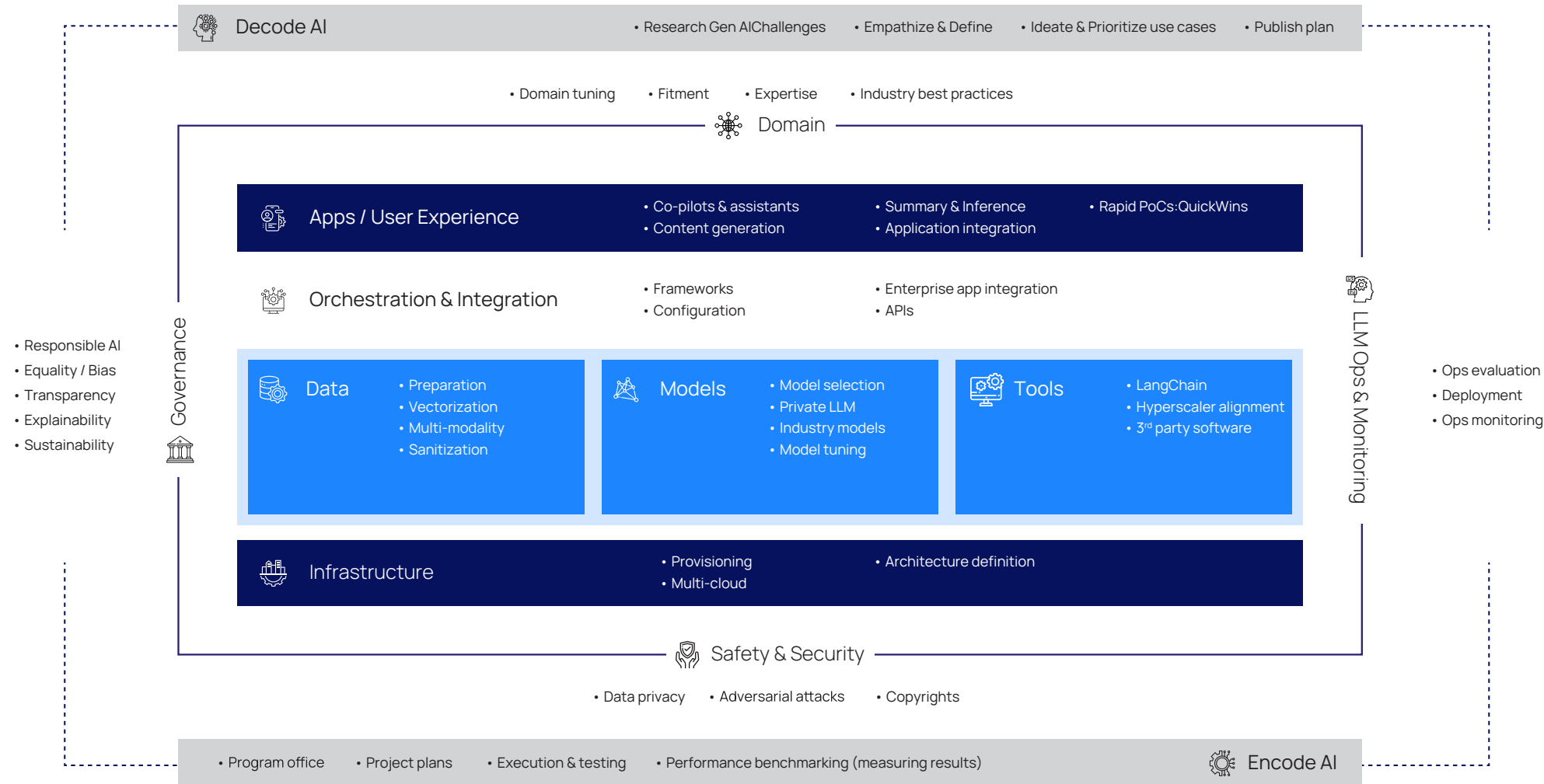
Foundational

tensai®
for GenAI

Smart Tutor
Secure Access
Enterprise Chat GPT

Knowledge Management
Knowledge Base System
Advanced Document Analysis

Hexaware's Comprehensive Gen AI Service Catalog Across Strategy, Design, Architecture, Build, Execution & Ops



AI in Action: Hexaware's Industry-specific AI/Gen AI Solutions

Banking & Financial Services	Insurance	Life Sciences & Healthcare	High Tech & Professional Services	Manufacturing & Consumer	Travel, Tourism & Hospitality
RegTech: Predictive analytics, assessing regulatory compliance, and risk modeling in the banking sector Advisory Services: Personalized financial advice from simple advisory content to comprehensive financial planning Bond Recommendation: Swiftly identify risk-free ERISA (Employee Retirement Income Security Act)-compliant bonds for accurate investment decisions Instant Loan Audit: Manage, audit, and streamline Uniform Residential Loan Applications with 100% coverage Financial Statement Analyzer: Empower investment advisors with vital insights into businesses' financial position and seamless comparative analysis	Insurance Assist: Recommends insurance policy based on customer information Claims Prediction and Prevention: Utilizes advanced analytics to forecast and mitigate potential insurance claims Assisted Underwriter: Empowers underwriters in assessing risks and making informed decisions Insurance Chatbot: Transforms customer service with Azure Cognitive Search and ChatGPT	Protocol Authoring: Authors a detailed research protocol that outlines the trial's objectives, methods, and procedures Background Research: Uses a defined document schema to extract and filter data from various sources, generating reports with AI web scraping and LLM-driven chat prompts Medical Coding Automation: Automates coding, extracting ICD, CPT, and HSPC codes from discharge summaries and patient notes	Legal Private LLM: Large language models (LLMs) are trained on legal databases and case documents, and relevant information is retrieved using Gen AI models while maintaining data security and ethical standards Case Citation: Intake and summarize legal/cases, retrieve information on legal precedents, and validate/authenticate these with a formal legal database Contract Review: A Gen AI solution that uses sentence transformers to extract, analyze, compare, identify discrepancies, and generate clauses from unstructured documents and PDFs, reducing manual effort and time	Product Descriptions Gen AI automates the creation of accurate, engaging product descriptions tailored to the target audience, increasing customer engagement and boosting sales Search EngineGen AI-driven search engine enhances the search experience with greater context results across product catalogs, knowledge repositories, etc. Self-service Gen AI chatbots enhance self-service capabilities and transform customer experiences across the manufacturing, retail, and education landscape	Agenda Builder The automated event agenda builder reduces associate workload and improves response time by comprehending unstructured event details and auto-generating agenda data into a pre-existing template Job Description Optimization The HR job ontology project uses Gen AI to categorize job tasks into a hierarchical structure, simplifying job classification

Our Partners Across the AI & Gen AI Ecosystem

Strategic 	Data & AI 	Model & Infra 	Training & Academia 
Conversational AI 	Vertical-Focused 	Next-Level 	

Redefine Your Enterprise with an AI-First Outlook

Join us in simplifying your transition to AI. Let's embark on this journey together and unlock the full potential of your enterprise.

Visit our website to learn more about our Data & AI and Generative AI capabilities.

Or email us marketing@hexaware.com



Interested in elevating your digital presence with Hexaware's AI capabilities?

Let's start the conversation. Reach us today at marketing@hexaware.com and discover how our expertise can transform your digital landscape into an immersive journey of excellence.

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