GENPACT / LEAN DIGITAL℠
GENERATING IMPACT℠

Genpact Neural Intelligence Platform:

Cognitive solutions for business operations

Enterprises routinely struggle to deliver exceptional customer experiences. They miss opportunities to transform cross-company business operations by not leveraging process-centric digital solutions embedded with analytics for actionable insight, across the front office, where their clients are engaged, and the rest of the organization.

Global businesses are looking for the intelligent redesign of processes and operations, and leveraging digital solutions for critical customer touch points like omnichannel customer management, contact center operations, accounts payable query management, as well as financial and accounting automation.

Enterprises need solutions that shrink problem resolution time from minutes to seconds; reduce escalations; predict and answer next questions to avoid followup inquiries; and drive consistent outcomes and compliance in processes.

Cognitive Operations through Artificial Intelligence (AI) helps businesses leverage the best of human experience and machine capability to deliver the right customer experiences. Cognitive operations reimagine this environment to create a "one office" where the end to end customer experience harnesses processes, data, and people throughout operations end to end—and everything supports the customer experience.

Genpact's Neural Intelligence Platform

Genpact's Neural Intelligence Platform harnesses the power of robotic automation (RA) and artificial intelligence technologies—natural language processing (NLP), cognitive, machine learning, intelligence augmentation, and analytics. The platform comprises three layers: a data engagement platform that can easily access and manage multiple structured and unstructured data sources; an "intent assessment and reasoning" engine that includes sentiment and predictive analytics; and a deep machine learning engine that can sense, act, and learn over time.

The platform helps to mine large-scale datasets, automates continuous learning, and leverages predictive analytics and sentiment analysis. It helps to improve customer response times, decrease resolution times, reduce escalations, optimize responses, and anticipate "next likely question" customer queries. It enables organizations to seamlessly connect the front, middle, and back office, providing an end-to-end intelligent digital solution that delivers the right customer experiences. As part of Genpact's Systems of Engagement™, the platform is easy to deploy as an overlay to existing systems of records.

Genpact's Neural Intelligence Platform can be used across many industries and business functions

Here are some of the use cases where this platform may be applied:

1. Call center operations—chat channel

Chat is one of the most used and fastest growing channels in the call center. A customer's experience is highly dependent on the agent's skills and training. Even the slightest deficiencies in knowledge or process can result in poor customer service and experiences that could cost the company top-line loss and brand reputation.

Genpact's Neural Intelligence Platform for chat augments customer service agents, helping to provide the best response to customer inquiries during a customer service chat. This automated chat solution responds like a human agent. Mining large scale datasets to bring all environmental, historical and contextually relevant data to bear, this solution reduces the time required to manually mine such

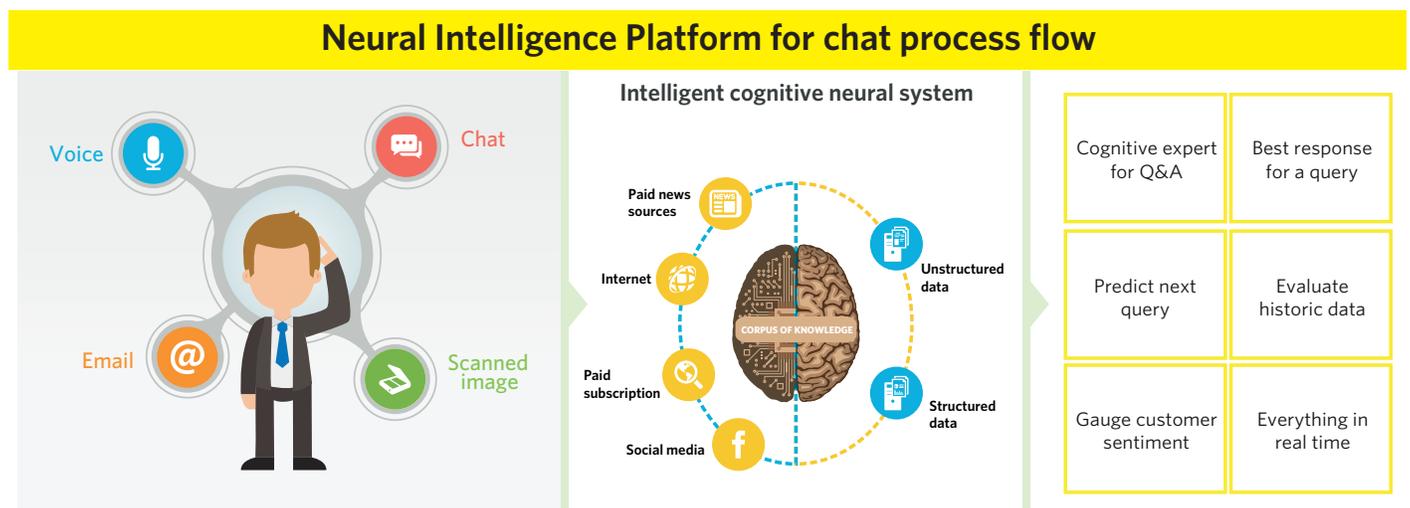## Neural Intelligence Platform for chat process flow

FIGURE 1

information for a real-time customer service call, while providing the best possible responses. For each potential answer it provides a level-of-confidence score, allowing the agent or knowledge worker to select the most appropriate answer. Based on selections made, the solution incorporates learning of the most appropriate responses for intelligence on future inquiries. It also leverages predictive analytics to answer the next likely question and advise on next best actions.

Neural Intelligence Platform increases customer satisfaction and Net Promoter Score by reducing time to resolution and creating more consistent customer experiences. Customer service organizations are able to reduce handling time and cost of operations. Agent on boarding time is also reduced.

2. Expert advisor for customer escalations

The most experienced team leaders are not on the phones providing customer services. When agents need to escalate customer issues, there are often delays in getting the attention of the appropriate team leader or expert advisor. When agents have a challenging question or escalation, they can leverage the Neural Intelligence Platform to send out a natural language query to the entire team of agents and team leaders, including the cognitive assistant. This greatly increases the ability to get the most appropriate responses to customers, leveraging the greatest insights from both skilled resources and Genpact's Cognitive Assistant while lowering Average Hold Time and increasing customer satisfaction.

3. Digital training assistant

Effectiveness of customer service agents and operational knowledge workers is highly dependent on the availability of skilled trainers as well as the scalability and consistency of training programs.

As explained in figure 2, with machine learning, advanced visualization and intelligence augmentation, a cognitive Digital Training Assistant can provide:

• Expert Q&A system for mining the most accurate answers to queries from trainees

• imulation capabilities to enable on-the-job training

• Assessment solution for evaluations of on-the-job execution in real time

• Dashboards and drill-downs for instructors and managers on performance against KPIs

• Objective visibility and assessment of individual trainee performance

• Improved training consistency and shortened training time while improving employee satisfaction

These are some examples of how cognitive solutions from Genpact's Neural Intelligence Platform can have a major impact on call center customer services, and middle-to-back office operations.
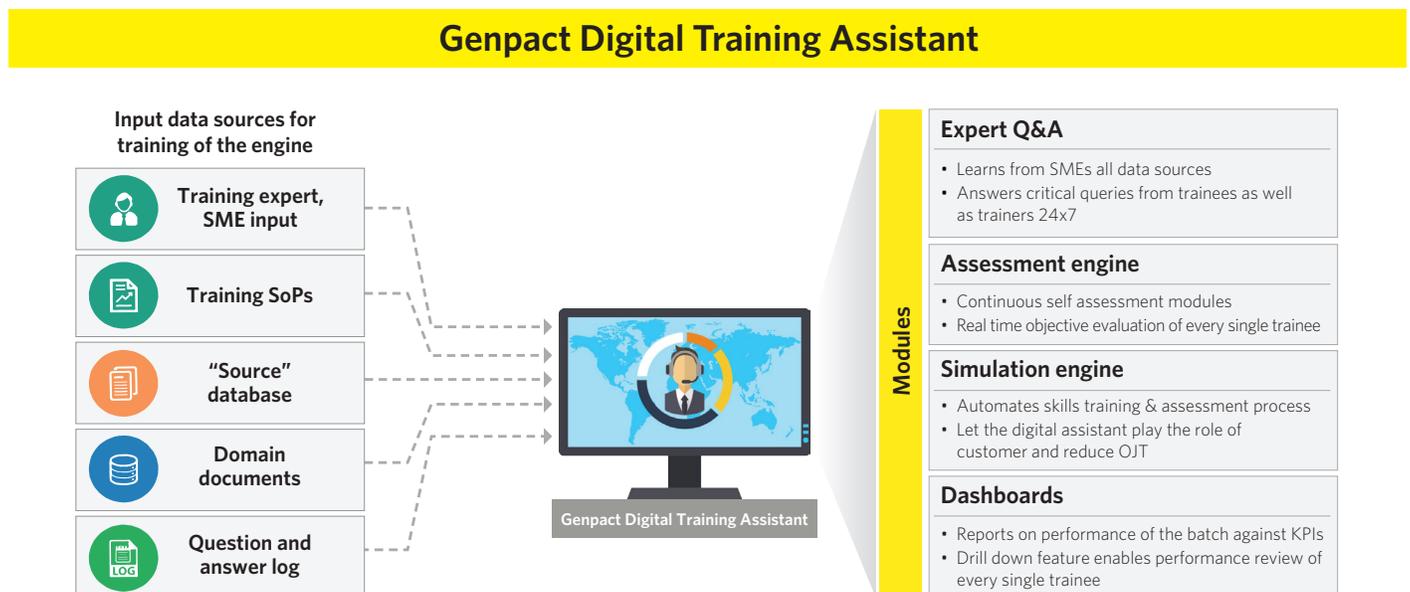
Genpact Digital Training Assistant

Input data sources for training of the engine

- Training expert, SME input
- Training SoPs
- "Source" database
- Domain documents
- Question and answer log

Genpact Digital Training Assistant

Modules

Expert Q&A
• Learns from SMEs all data sources
• Answers critical queries from trainees as well as trainers 24x7

Assessment engine
• Continuous self assessment modules
• Real time objective evaluation of every single trainee

Simulation engine
• Automates skills training & assessment process
• Let the digital assistant play the role of customer and reduce OJT

Dashboards
• Reports on performance of the batch against KPIs
• Drill down feature enables performance review of every single trainee

FIGURE 2

The Genpact advantage

Genpact is a global leader in digitally powered business process management and services generating impact for a few hundred strategic clients, including one-fourth of the Fortune Global 500.
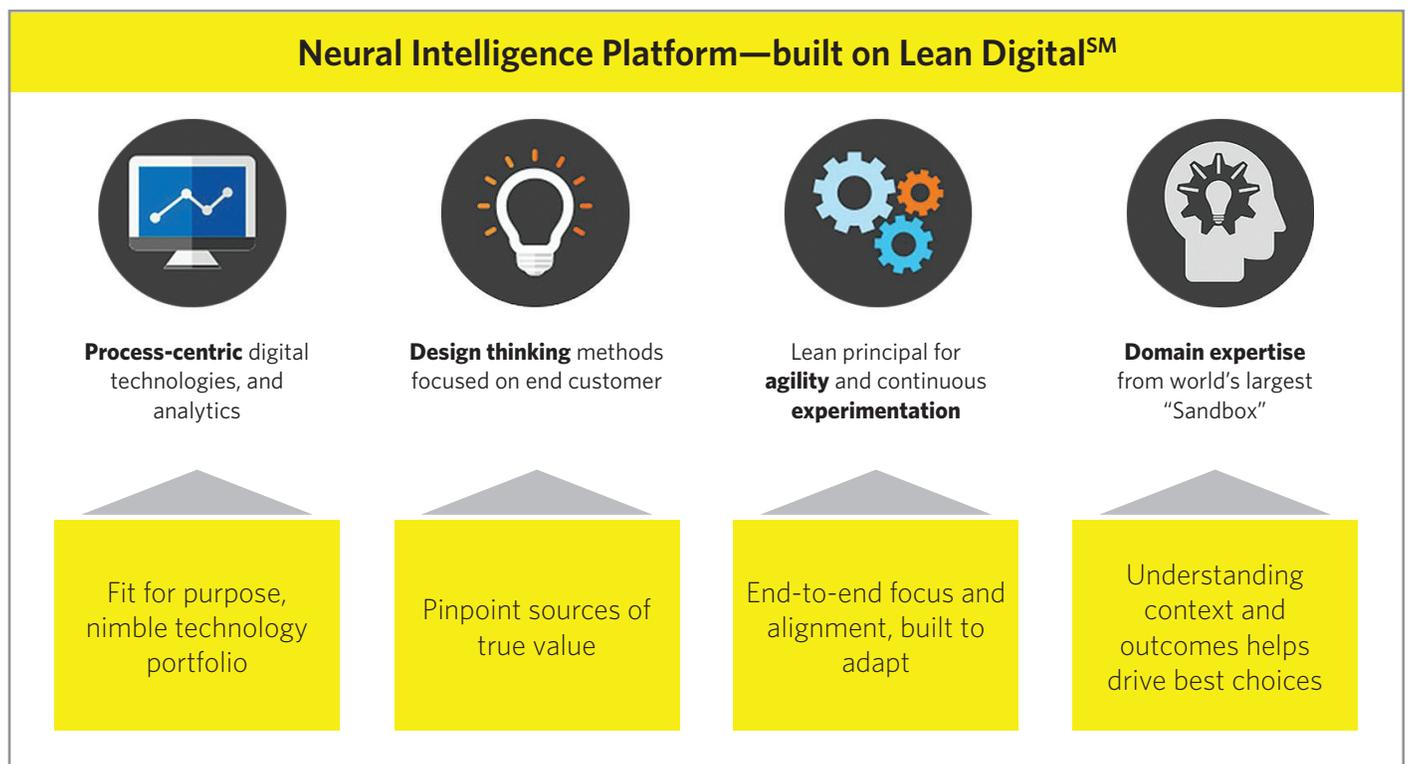
As a pioneer of cognitive technology solutions to transform business operations, Genpact has built the best-in-class Neural Intelligence Platform leveraging it's unique Lean Digital℠ approach that harnesses the combined power of:

Process-centric digital technologies and analytics. Genpact provides a robust fit-for-purpose, nimble technology portfolio that supports end-to-end business processes and focuses on optimized interventions to eliminate waste, provide transparency, and improve decision-making.

Design thinking methods focused on end customer. Genpact applies methodologies that focus on people, their emotional responses, and what matters to them to pinpoint sources of true value. This helps iterate early prototypes and harness digital technology solutions in ways that facilitate effective design change.

Lean principles for agility and continuous experimentation. Genpact applies Lean principles for end-to-end focus and alignment, with solutions that are agile to deploy and built to adapt over time.

Domain expertise from the world's largest "sandbox". Genpact leverages leading domain and subject matter experts, and insights from work that has been conducted for years on behalf of many global businesses. Owing to this vast base of experience it has a better understanding of context and outcomes, thereby driving the best choices to refine and improve deployment of the cognitive solution.

Neural Intelligence Platform—built on Lean Digital℠

Process-centric digital technologies, and analytics	**Design thinking** methods focused on end customer	Lean principal for **agility** and continuous **experimentation**	**Domain expertise** from world's largest "Sandbox"
Fit for purpose, nimble technology portfolio	Pinpoint sources of true value	End-to-end focus and alignment, built to adapt	Understanding context and outcomes helps drive best choices