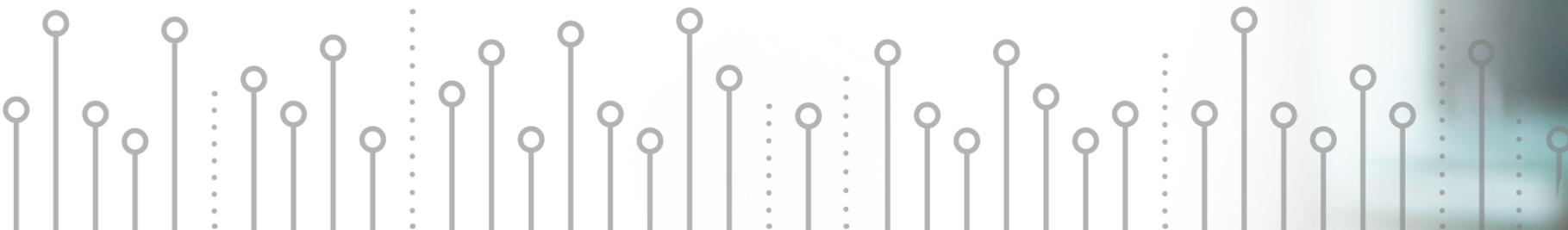


EXL

Infographic

5 keys to fast tracking generative AI for your enterprise



Generative AI has the potential to create billions of dollars' worth of value for companies through product innovation, better customer experiences, productivity improvements, and the ability to monetize data. Leaders are talking about where, when, and how it can be quickly applied.

While excitement is warranted, so is a healthy dose of pragmatism. For generative AI to be truly transformational, it needs to generate measurable business impact at scale.



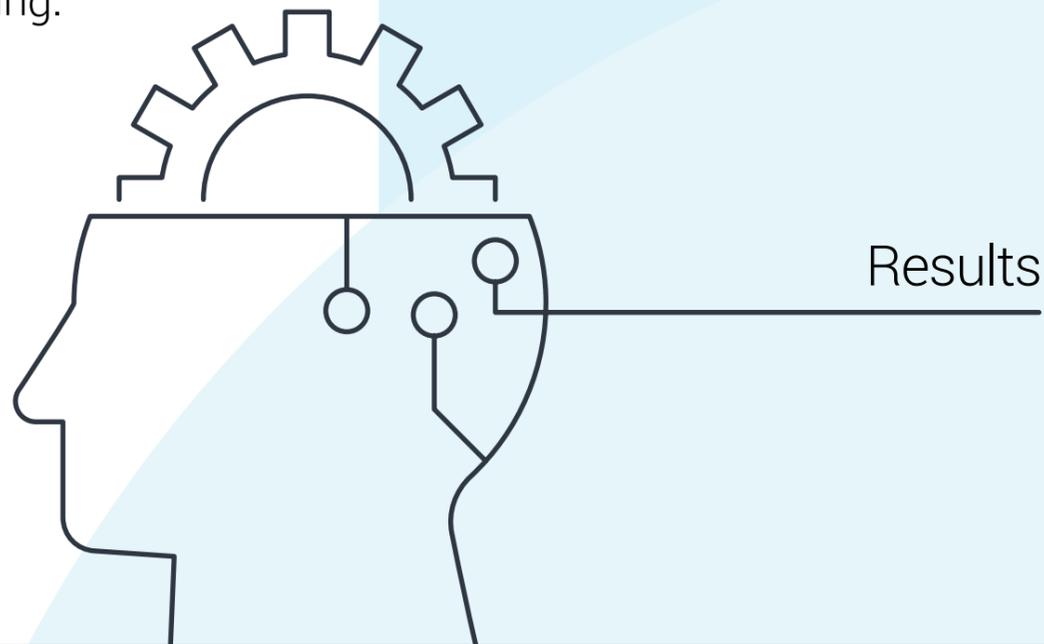
EXL can help.

EXL has been a pioneer in AI development for the better part of a decade. We hold the keys that help you put generative AI to work across your enterprise at speed and scale. Bringing together an unmatched team of data scientists, easily configurable AI solutions and accelerators, a responsible AI framework and deep industry expertise, we create competitive advantages for our clients in markets where differentiation is razor thin.

Explore what we can do for you.

1 Start with strategy

Clearly define your goals, use cases, and the outcomes you plan to deliver with generative AI. This will guide your technology and AI model choices, as well as your implementation approach. EXL sets you up for long-term success with a clear playbook for how generative AI should be responsibly deployed across your enterprise — including factors like business case development, data security and privacy, large language model (LLM) selection and training, and human-in-the-loop monitoring.



CASE STUDY

Creating a next-gen customer experience:¹ EXL’s generative AI platform helps customer service agents manage live conversations while cutting through massive amounts of information.

Large language models

Validates customer identity

Identifies customer intent

Understands customer sentiment

Suggests a set of “next best actions”

Automated query handling

Provides procedural guidance

Pulls up relevant customer details

Proactively nudges the agent toward solutions to the customer problem

Presents documents and case summaries for agent approval

- ↑ 20M calls handled in 12 months
- ↓ 45-50% reduction in call handling time
- ↑ 50-60% increase in agents’ speed to competency
- ↓ Over 70% fewer errors
- ↑ Over 10% improvement in customer experience

2 Prepare the foundation

A strong data infrastructure is key to ensuring AI is accurate. EXL helps you design, normalize, and build a high-quality, connected data superset that leverages your internal data (both structured and unstructured), EXL's proprietary data, and third-party data for use in generative AI applications.

CASE STUDY

A life saver for a life insurer:² Too much time spent wading through volumes of historical attending physician statement (APS) documents led this client to EXL's generative AI solution.

Now underwriters can quickly extract medical impairments and other necessary data from these dense documents using a combination of:

-  **Natural language processing**
-  **Machine learning**
-  **Computer vision**
-  **Medical and claims ontology**
-  **Domain expert validation**



Results



Key impairments identified with **90-97% accuracy**



~30M pages of APS documents processed in **4 weeks** revealing **185+** medical features per document

3 Fine-tune the model

The choice of large language model (LLM) is critical to your success based on factors such as privacy, cost, data science effort, and expected ROI. Orchestrating models for a business application involves competence in associated technologies such as prompt engineering and vector embedders. Drawing from our deep domain expertise in heavily regulated industries (like financial services, insurance, and healthcare) and complex ecosystems (like retail), EXL's experts can help you select and fine-tune the right models for your specific use case.

There are two ways to make this a manageable process:

1

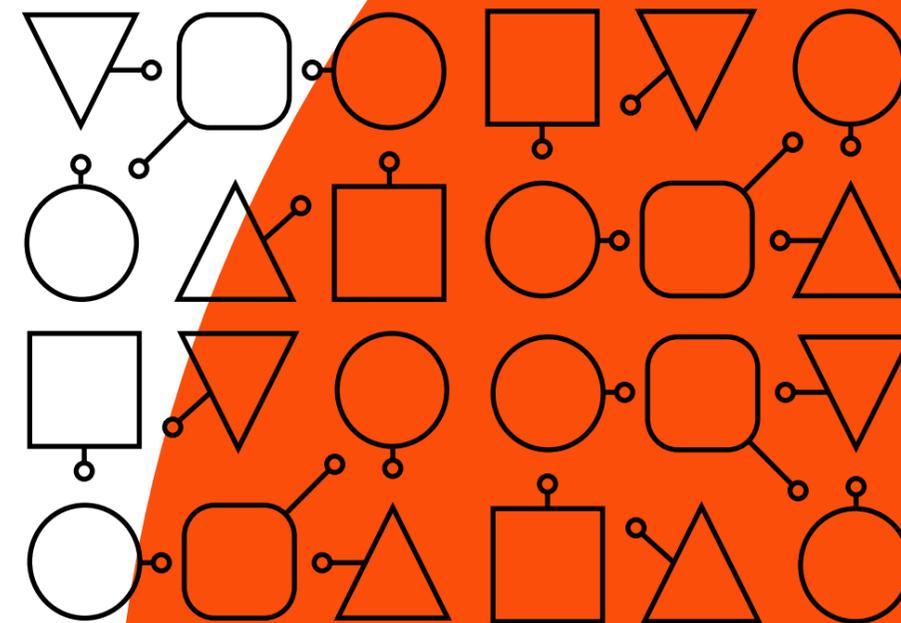
Take small steps.

Rather than a massive one-time deployment, consider an iterative approach. Demonstrate success, document key learnings, and then scale up.

2

Build skills and partnerships.

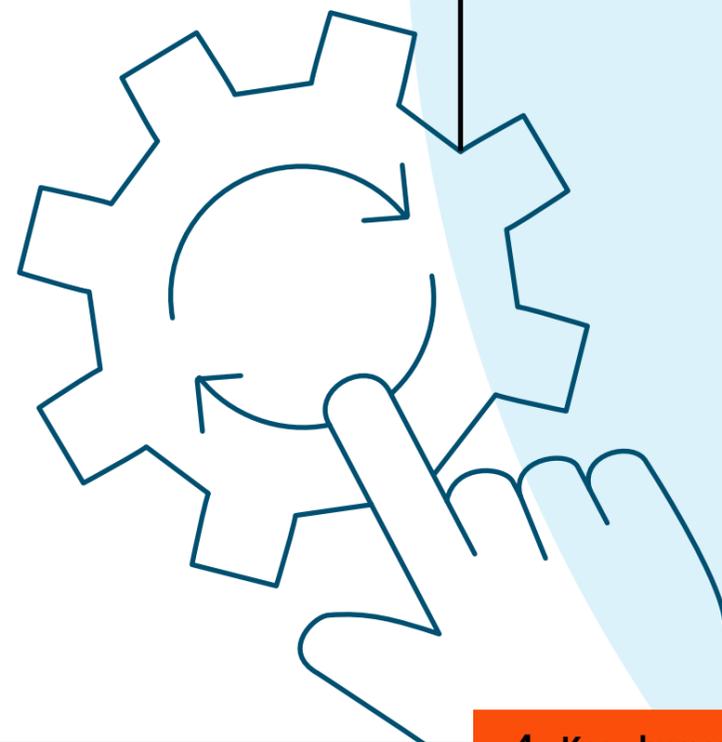
Increase your internal competencies — but don't shy away from partnering with experienced service providers who can help accelerate your journey, minimize risks, and maximize success.



EXL is platform and model agnostic. We can make various LLMs work successfully within your existing cloud platform, or make recommendations based on your unique infrastructure needs.

4 Keep humans in the loop

While generative AI tools offer many benefits, they can't — and shouldn't — replace humans. There are complex emotions, necessary context, and human ingenuity that just can't be replicated by AI. Plus, AI is unreliable in areas where it has not been properly trained. Humans are essential to ensure models are being used appropriately and delivering the right outcomes for customers and employees.



Responsible generative AI development is an EXL imperative

“If we in the business community have the capability to leverage the power of generative AI, we should also take on the responsibility for helping develop appropriate guardrails and ensure that use cases have the oversight of humans to help ensure **accountability, transparency and fairness.**”

ROHIT KAPOOR
EXL Vice Chairman and CEO³

5 Get AI ready for prime time

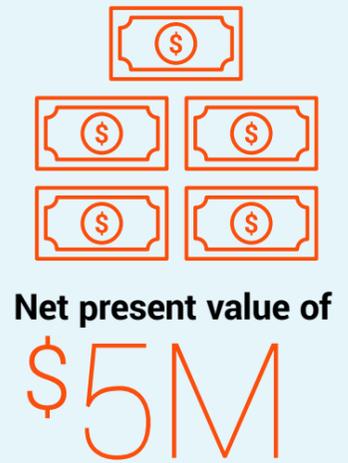
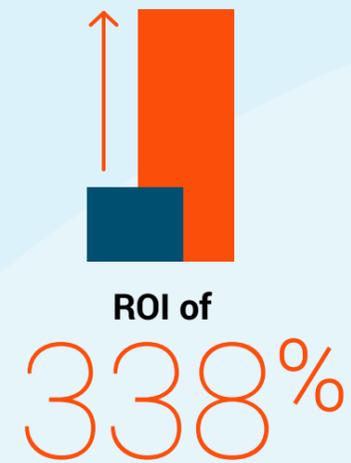
The role of generative AI is transforming fast, and you'll need to adapt your business to new ways of working. Don't overlook the importance of proactive organization-wide communication, training, and change management strategies as models get embedded into your workflow. Celebrate success, share key learnings, and be sure to separate the hype from reality.



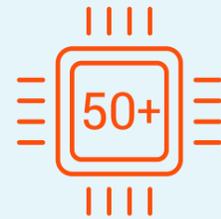
RESEARCH STUDY

A successful rollout is best measured by validated results.

Forrester® studied the Total Economic Impact™ achieved for a composite client using EXL's AI-enabled digital solutions.⁴ The findings:



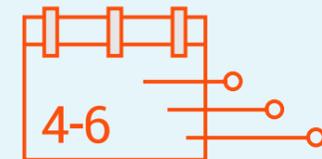
At EXL, we've got data and AI down to a science.



Completed more than
50 AI-based engagements
and counting



1,500+ data scientists
devoted to generative AI



Proven ability to stand up
a fully functioning proof
of concept in **4-6 weeks**

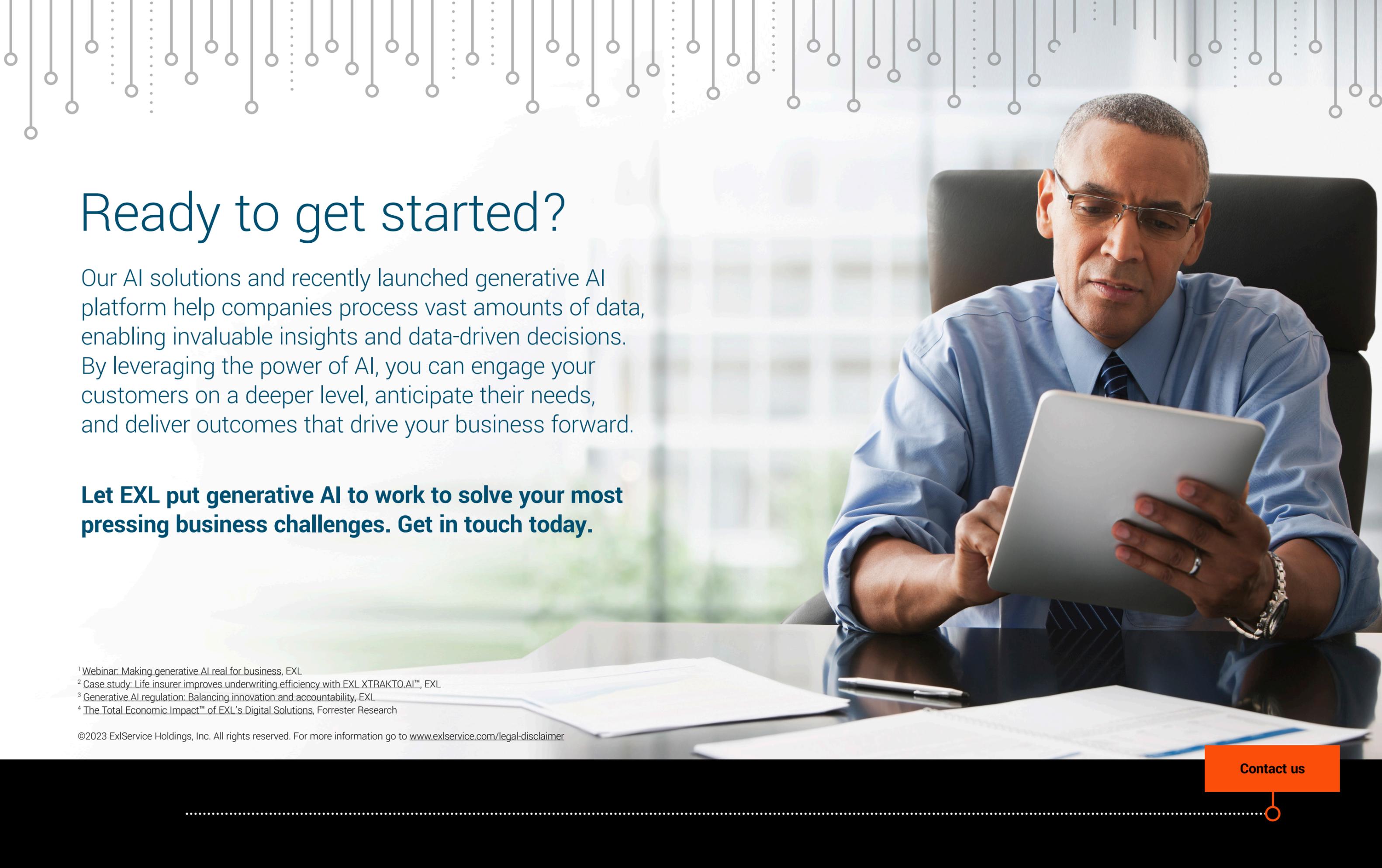


Proficiency in orchestrating
data, AI, cloud and domain expertise
to unlock untapped value



50+ AI-based analytics offerings,
with continuing investment

What we bring



Ready to get started?

Our AI solutions and recently launched generative AI platform help companies process vast amounts of data, enabling invaluable insights and data-driven decisions. By leveraging the power of AI, you can engage your customers on a deeper level, anticipate their needs, and deliver outcomes that drive your business forward.

Let EXL put generative AI to work to solve your most pressing business challenges. Get in touch today.

¹ Webinar: Making generative AI real for business, EXL

² Case study: Life insurer improves underwriting efficiency with EXL XTRAKTO.AI™, EXL

³ Generative AI regulation: Balancing innovation and accountability, EXL

⁴ The Total Economic Impact™ of EXL's Digital Solutions, Forrester Research