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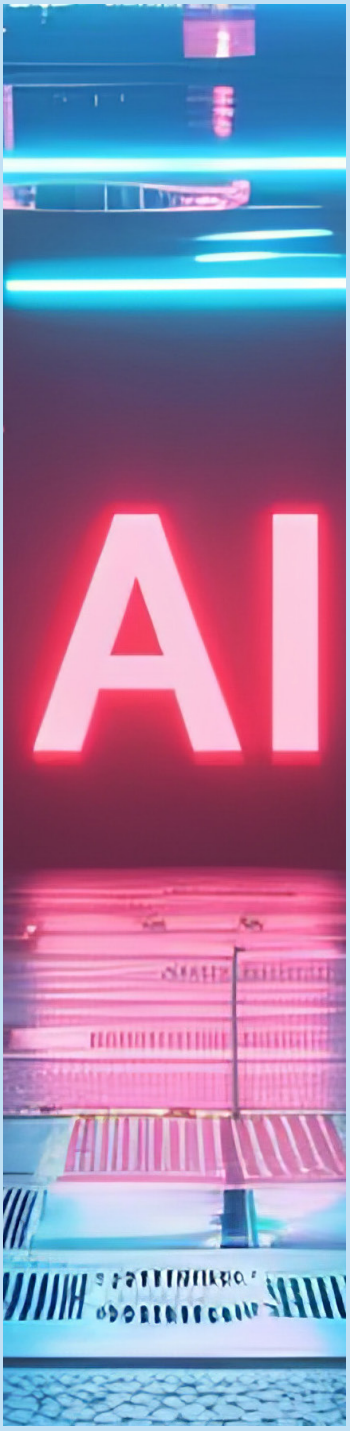

LEVERAGE THE POWER OF AI AND GENAI TO ACCELERATE ENTERPRISE DIGITAL TRANSFORMATION

Abstract

In the current era of digital disruptions, artificial intelligence (AI) and generative AI (GenAI) are making waves in the industry. In this perspective paper, we provide recommendations for successfully leveraging AI and GenAI to accelerate enterprise digital initiatives while also offering insights for embarking on the AI transformation journey. We also discuss AI and GenAI use cases that deliver maximum value to the enterprise in terms of elevating user experience, improving agent productivity, accelerating time to market, improving operational excellence, and mitigating risks.

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Introduction

Generative artificial intelligence, or GenAI, has transitioned from a buzzing trend to a transformative technology with widespread applications across industries. According to a survey conducted by **Gartner**[1] on planned technology spend for CIOs in Australia and New Zealand, the top game-changing technologies in the next three years will be artificial intelligence (AI) and GenAI.

Several enterprises have already initiated their AI and GenAI-led transformation journey. Investment in AI is at an all-time high, and this trend will continue. **Gartner's software market analysis**[2] predicts that AI software spending will grow at a compound annual growth rate (CAGR) of 19.1% by 2027 to reach US $297.9 billion. According to **IDC research**[3], organizations that have deployed AI are already getting over 3.5 times the returns on their investment.

AI will transform every industry, including banking, finance, telecom, retail, energy, healthcare, and education. It will also benefit different functions within enterprises, such as product development, customer service, marketing, and legal. **Figure 1** represents some of the use cases of AI and GenAI for businesses.

Fig 1 AI and GenAI use cases with business value

Infosys empowers clients to accelerate their AI and GenAI-led digital transformation journeys. Harnessing our vast industry domain knowledge, we build transformative solutions by leveraging platforms like ServiceNow.

According to a **press release**[4] issued earlier this year, Infosys and ServiceNow are also working together to configure AI and GenAI-based industry solutions. These AI-powered industry solutions aim to increase productivity, enhance efficiency, and improve user experience.

They combine ServiceNow's Now Assist generative AI capabilities with **Infosys Cobalt**[5], a set of services, solutions, and platforms designed to accelerate cloud-powered enterprise transformation.

These solutions are available in our solution accelerator, **Infosys Enterprise Service Management Café**[6]. Enterprise Service Management Café, an Infosys intellectual property (IP), fast-tracks AI solution deployment in client environments, enabling faster returns on investment, providing them with a competitive edge.

Elevate User Experience

By 2027, 30% of investments will be in "re-imagining" the work experience.[5]
Source: Gartner

With the power of AI and GenAI, user experience can improve the net promoter score (NPS) as well as the customer satisfaction score (CSAT) of an enterprise. It can also elevate self-service, accelerate employee onboarding, and reduce the rate of attrition.

Let us take a look at a few use cases that demonstrate how AI and GenAI can enhance user experience.

Enhanced search with personalized experience

- Get personalized answers to questions posed in natural languages.
- Receive contextualized responses by leveraging available information such as services they are entitled to, case history, and requested service or order details.

Improved self-service

- Enable AI copilot-like experiences to take appropriate actions based on simple conversational interactions, such as requesting a laptop and having it delivered to a preferred location.
- Provide employees with access to guides for tasks like resetting passwords.
- Empower employees to quickly find and act on information, including leave policies, leave balance, and expense eligibility.
- Notify employees about key events and updates upon their return from vacation.

Accelerated onboarding

- Guide employees with a step-by-step process for onboarding.
- Create a personalized training program based on individual learning preferences.

Tailored responses

- Enable agents to handle scenarios with more empathy and care with customized and related responses.
- Improve sentiment analysis by leveraging user input provided throughout the ticket workflow or chat history.

Improve Productivity

Over 100 million humans will engage synthetic virtual colleagues to contribute to their work by 2026. [6]
Source: Gartner

Businesses can leverage AI and GenAI to improve first-call resolution (FCR) and mean time to repair (MTTR), reduce the number of tickets escalated, increase the turnaround time to create content and improve its quality, and reduce labor costs.

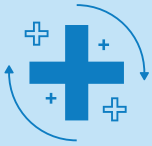
Some of the ways in which AI and Gen AI can help improve productivity include

Improved FCR

- Support service desk agents with adequate information to analyze incidents and respond to user queries, with step-by-step guidance to resolve problems.

Faster incident handling

- Assist service desk agents who handle complex and advanced problems by summarizing chat, call history, and incident work notes.



Automated event lifecycles

- Eliminate noise by deduplicating events, thereby allowing service desk agents to analyze the root cause.
- Initiate self-healing through automated workflows based on the nature of alerts.

Faster content creation

- Help formulate policies and process artifacts, and create contextual scholarly articles.
- Maintain knowledge base quality by consolidating and eliminating irrelevant and duplicate articles.

Accelerate Time to Market

75% of software engineers will use AI coding assistants by 2028, up from under 10% until two years ago. [7]

Source: Gartner

Businesses can leverage AI and GenAI to accelerate the software development lifecycle (SDLC), including development, testing, delivery, and deployment processes. This can help achieve faster return on investment (ROI) by improving the speed of innovation, enhancing code quality, increasing adoption, , and reducing the total cost of ownership (TCO).

The key factors enabling faster time to market include

Rapid requirement handling and design

- Craft and summarize business requirements.
- Fast-track the creation of reference architecture design artifacts from unstructured data.

High-speed development and testing

- Produce quality code from text and images by reviewing and updating it according to industry best practices.
- Create test strategies and test cases, generate test data, and identify and fix defects.

Accelerated production deployment

- Create change management artifacts—including implementation and backout plans—to achieve faster change deployment with human-centric guidance.

Enable smooth organizational change management

- Create business impact reports, communication strategies, and plans to drive the change.
- Develop collateral, communication emails for effective organizational change management (OCM), and training artifacts such as training plans, user guides, and decks.

Improve Operational Excellence

By 2026, enterprises will leverage GenAI and automation technologies to drive $1 trillion in productivity gains.[8]
Source: IDC Future Scapes, 2024

Enhancing operational excellence through automation will improve MTTR, accelerate release cycles, and boost employee productivity, ultimately reducing TCO.

The focus areas include

Continuous process improvement

- Automate and optimize process flow by identifying the next best action (NBA) for improvement.
- Streamline manual and repetitive tasks.

Simplify incident and problem management processes

- Identify resolution teams for major and minor incidents.
- Improve major incident management efficiency through regular contextual email communication.
- Generate post-incident reviews (PIR), resolution notes, and root cause analysis (RCA) reports.
- Enhance proactive problem management by analyzing incident trends.

Define intelligent change management processes

- Accelerate the approval process through automated risk assessment.
- Provide real-time visibility into changes across environments and help identify conflicts.

Create planning artifacts

- Create service management planning artifacts such as configuration management, capacity, availability, and disaster recovery plans.
- Facilitate faster decision-making by analyzing budget and spending.
- Provide real-time visibility into overall performance, including vendor performance analysis.

Improve Risk Mitigation and Compliance

By 2025, organizations that invest in building digital immunity will be able to decrease downtime by 80%, thereby boosting customer satisfaction. [9]
Source: Gartner

Utilizing AI and GenAI capabilities can help speed up risk identification and analysis, reduce potential reputational, operational, and security risks, and improve adherence to policies and standards.

The four areas where GenAI can change the game are

Faster risk identification

- Identify potential risks and vulnerabilities by analyzing unstructured data such as logs generated from telemetry information, to proactively detect threats and anomalies.

Enhanced risk analysis

- Perform risk assessment, provide information on risk impact and probability of occurrence.
- Offer recommended mitigation assistance.

Data privacy and compliance

- Meet compliance requirements such as GDPR and protect data privacy by creating synthetic data for testing.

Legacy application modernization

- Translate legacy code into modern programming languages and facilitate adoption of new technology

Embarking on the AI Transformation Journey

AI and GenAI capabilities are disruptors in today's technology-driven world. Industries, business functions, and business process workflows are expected to be overhauled using AI and GenAI.

It is critical for companies to recognize this and adopt AI and GenAI for their business transformation at the earliest.

Infosys recommends leveraging the 7 guiding principles of Information Technology Infrastructure Library (ITIL) 4[7] to embark on the AI transformation journey:

Focus on value

- Identify enterprise goals and objectives.
- Determine the problems to be resolved with GenAI.
- Prioritize initiatives that are critical and feasible for your enterprise.
- Obtain buy-in from business and IT leadership for these initiatives.

Start where you are

- Leverage the service management platform that you are currently using.
- Use your existing data to configure use cases.

Progress iteratively with feedback

- Stay agile and flexible.
- Be adaptable to handle the challenges of digital transformation.

Optimize and automate

- Measure and iterate to identify areas with automation potential, as continual improvement is key.
- Generate better outcomes with AI and GenAI by training the models with additional, up-to-date data.

Think and work holistically

- Create an AI-strategic roadmap aligned with your enterprise goals.
- Define the value to be delivered in each phase of the roadmap.
- Identify measurable success metrics for each phase.
- Assess the risks involved in the transformation project and define mitigation plans.

Keep it simple and practical

- Start small, aim big. Begin with a pilot group.
- Leverage the learnings from the pilot phase to refine subsequent phases.

Collaborate and promote visibility

- Measure and track progress, providing regular updates.
- Communicate value and business outcomes achieved at each stage to key stakeholders.

Conclusion

According to a **Gartner analysis**[8] , 61% of enterprise leaders rely on AI to drive innovation within their functions. However, another Gartner study12 predicts that by end-2025 30% or more of GenAI projects will be discontinued after the proof-of-concept (POC) phase, primarily due to challenges including insufficient risk management, unclear business value, inconsistent data quality, or escalating costs. Any AI-driven digital transformation comes with several risks. GenAI introduces additional concerns, including hallucinations, biases, and inaccurate results.

Effective governance can help address these challenges. It is critical to establish an AI governance board from the very outset, comprising key stakeholders from both, the business and technology teams. The governance board will be responsible for:

Establishing zero-trust data security and meeting the required regulatory compliance

Establishing organizational change management or OCM to drive change and improve AI technology adoption

Evaluating the strategic AI roadmap and details of use cases

Tracking timelines and costs

Ensuring alignment with organizational direction to deliver maximum business value

Validating the quality of outcomes regularly and taking corrective action as needed

AI-led digital transformation is an ongoing process and not a one-time initiative. The transformation journey must keep pace with the rapidly transitioning digital landscape. The governance board must regularly revisit the strategic roadmap of the enterprise and ensure the transformation journey aligns with business objectives and the latest industry trends.

Finally, the transformation project must track its impact on the environmental, social, and governance (ESG) goals of the organization. The board should ensure the prioritization of use cases that support ESG initiatives, which, in turn, will reduce carbon emissions and contribute to the well-being of the planet.

About the Author

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Supratik is an Industry Principal for the Service Experience Transformation practice at Infosys. With over 22 years of experience, he has served as a strategic advisor and solution consultant for several customers worldwide. Supratik has been involved in numerous digital transformation programs across the globe, delivering impactful solutions.

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