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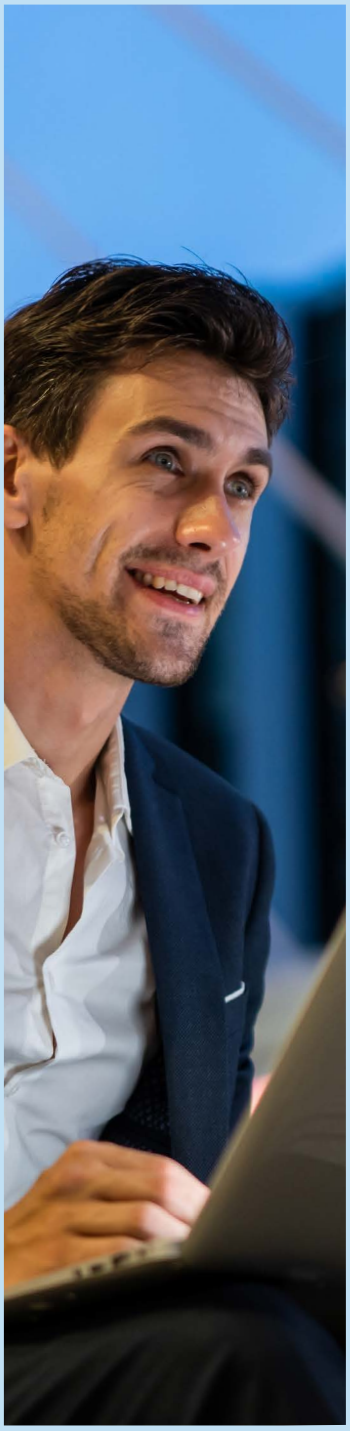

# WHY GENERATIVE AI WILL HAVE AN IMPACT ON BPAAS


## Abstract

Business process-as-a-service (BPaaS) delivers high value to organisations by offering greater elasticity, flexibility and scalability as per need. Leveraging generative AI in BPaaS solutions will allow organisations to elevate customer experience, enhance data-driven decision making and make process improvements that lead to continuous improvement and innovation.


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In the digital world, business process-as-a-service (BPaaS) enables business transformation by offering the best of both worlds. BPaaS allows businesses to outsource both processes and technology to providers who deliver the service on the cloud. BPaaS goes beyond traditional business process outsourcing (BPO) and is an integrated offering of software-as-a-service (SaaS), platform-as-a-service (PaaS) and infrastructure-as-a-service (IaaS). This cloud-based offering allows companies to take complete advantage of business automated process management (BPM) solutions without the need to make any significant investments or commit to a fixed time period. In a dynamic business environment, such solutions offer high elasticity and agility, allowing companies to scale up or down based on need. BPaaS solutions leverage process automation and artificial intelligence (AI)-based solutions to optimise business processes, efficiency and cost reduction.

Hyper automation with generative AI (Gen AI) or machine learning (ML) technologies add high value to BPaaS solutions. According to a report, the BPaaS market is projected to reach USD 92.9 billion by 2028. Innovation with Gen AI capabilities being built into BPaaS will only drive further growth. BPaaS solutions combined with generative AI technology offer tremendous potential to the industry.

## Gen AI + BPaas = Benefits Galore

- **Superior customer experience**

  Customer support executives can leverage Gen AI to generate appropriate and conversational responses to customer queries over emails or chat. Relevant and appropriate responses are generated in a matter of seconds, thereby reducing response times. BPaaS solutions can also deploy Gen AI chatbots, which can process natural language and respond to customers just as humans do. These chatbots can also answer technical questions and provide guidance to customers for installations and troubleshooting.

  Personalisation is a key aspect of customer service. BPaaS solutions can use Gen AI to provide tailored responses to customer queries at real time, while incorporating past preferences and interactions. This results in better customer engagement and higher levels of customer satisfaction. Gen AI can also be employed for sentiment analysis. By analysing the tone and the sentiment of customer messages in real time, the application can determine whether the issue needs to be escalated to a human agent. This ensures that critical issues are addressed promptly, resulting in improved customer experience and preservation of brand reputation.

- **Enhance data-driven decision making**

  Gen AI can identify complex data patterns, detect anomalies and present data in a user-friendly way.

Deep insights in the context of business problems lead to decisions backed by facts and figures. For instance, BPaaS solutions can leverage Gen AI to analyse historical customer service data and thereby predict peak times for customer inquiries. The application can then suggest optimum staffing levels during the week. Customer feedback and performance data can be analysed to identify common issues and areas of improvement. Sharing such data leads to continuous improvement in service quality and customer experience.

Deriving insights has become simpler with Gen AI since it does not require laborious experiments that consume time, resources and money. Businesses can now conduct simulations and derive insights to develop effective go-to-market strategies

- **Process optimisation:**

  Gen AI can be used to optimise processes at various stages. For instance, claims processing in insurance is a complex and tedious process. Gen AI can be used to analyse claims for fraud by analysing historical data and identifying patterns that indicate fraudulent activity. Such claims can be tagged for suspicious activity and further investigated by human agents. Gen AI can also be used for process improvement by analysing bottlenecks and suggesting adjustments that can be made to the workflow.

## Gen AI and BPaaS: Use Cases

- **Hyper automation for healthcare administration**

  In a post-pandemic world, the healthcare industry continues to be strained and short of resources. According to PwC's annual global CEO survey, 67 per cent of CEOs in the healthcare industry said that the shortage of skills and labour would impact profitability. And the paucity of resources would have a direct impact on patient care. Some ways to augment this crisis include redefining the patient care model, improving the employee value proposition (EVP) with better pay and lesser administrative burden, and leveraging technology to improve productivity, efficiency and resource utilisation. BPaaS solutions powered by Gen AI can transform healthcare administration to predict peak hour volumes and workflows and predict the number of beds needed, staff required, and so on. Analytics can be used to determine the best possible utilisation of resources, leading to optimum staffing levels. Customer support and service can be improved by offering personalised and automated support through virtual and conversational chatbots for regular queries and updates, scheduling appointments and escalating issues to humans only when required. Rather than setting up the extensive technology infrastructure required to enable these initiatives, hospitals typically partner with experienced and trusted BPM providers who can not only provide tailored solutions, but can also ensure that the institution adheres to the stringent compliance and regulatory requirements of the industry.

- **Fraud detection in financial services**

  Fraud in the banking and financial services industry (BFSI) is sophisticated and varied, targeting customers and banks in different ways. Unfortunately, more than 50 per cent of banks recover less than 25 per cent of the total loss due to fraudulent activity, and banks need to continuously adapt and rethink their strategies to prevent fraud. Top fraud threats in the banking sector include push scams, cyber fraud, impersonation and card-not-present fraud. The exponential rise of worldwide digital payments, which are expected to rise to a transaction value of USD 11.55 trillion in 2024, further increases the risk of fraud. Rather than wait for fraud to happen, financial institutions must predict and prevent fraud before it occurs.

Gen AI solutions can detect fraud in real-time. Anomaly detection solutions use pattern recognition to understand and detect normal patterns, and then identify anomalies in transactions at real time. Alerts can be sent to both the bank and the customers. With fraudsters constantly inventing new tactics, these solutions can learn and adapt to identify new anomalies. Gen AI solutions can also generate synthetic data to test real-world scenarios, and stress-test fraud detection algorithms. BPaaS solutions for financial services leverage Gen AI to proactively prevent fraud with real-time monitoring and predictive analytics, higher operational visibility, and automated risk management.

Gen AI can revolutionise BPaaS solutions across industries, allowing organisations to focus on their core business competencies, while leveraging the power of technology to improve customer experience, increase profitability and reduce risk.

## How can Infosys BPM help?

Infosys BPM's business process-as-a-service (BPaaS) delivers cutting-edge solutions that help enterprises stay agile and focused on business outcomes. By leveraging generative AI for BPaaS, these solutions power an AI-first digital transformation model across domains and verticals.

For more information, contact infosysbpm@infosys.com

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