

The HCLTech Trends and Insights podcast

Nick Ismail

Hi, I'm here with Anjana Singh, the Associate Vice President of HCLTech. And she also leads the global delivery for customer experience for the media, publishing, entertainment and retail industries. Anjana, how are you doing today?

Anjana Singh

I'm doing great, how are you?

Nick Ismail

I'm fine. Thank you so much for taking the time to speak with us today. And we're going to talk about an important topic that is moving from pilot to production when it comes to GenAI, and the challenges that organizations face in moving in those different states. So just to start with, Anjana can you talk about the stage that organizations are at with adopting GenAI solutions, where are they?

Anjana Singh

So, at this time, most of the organizations are still exploring the capabilities of GenAI in some form, I was reading an article which had done surveys with various organizations in the large and medium-sized sector, and 75% of the respondents did say that they have done some experimentation with GenAI, but only 9% have, you know, kind of explained that they have done it widely. So till now, organizations have really deployed it in limited areas, or piloting in limited, you know, kind of use cases, but they do see the benefits coming out of the GenAI and do have plans to expand it, you know, in the coming year. So currently, it's primarily the early adopters who have done pilots, you know, very few companies have really been able to take it on a wide level. But a lot of the organizations of course, are already experimenting with it and have plans to experiment, you know, more in the coming year.

Nick Ismail

And for that 9% that you mentioned, that are you know, really going ahead with it, it's because they're forward thinkers, they've got access to the data, things like that, but for the organizations that are struggling with moving, moving from pilots to production, when it comes to GenAI, why is that what are the challenges that they're facing?

Anjana Singh

So, organizations struggle with you know, primarily, so, there are two or three aspects, which I think are appearing as roadblocks for you know, a lot of the organization in the planning stage one of course, the first and foremost is the existing infrastructure. So, a lot of the organizations are still working on, you know, backdated and legacy systems CRMs you know, how they are keeping the data infrastructure. So, a lot of that needs to be upgraded, before we can implement GenAI and before it can be integrated with the existing data system. So, you need to have the capability for some of these existing infrastructure to be you know, integrated with the API Interfaces or backend integration. So, that you know, we are able to derive the maximum benefits out of GenAI the maximum benefit can be derived only when there is

like a complete integration with various tools you know, which which are available. And of course, you know, the second consideration is, you know, from the pilot ensuring that we are able to deliver high quality and you know, kind of measurement of the quality over a period of time before we take a plunge into you know, like a full implementation and the largest I would say being you know, organizations are still apprehensive though there are now models which has come across in terms of data security and how we can ensure that there is protection for sensitive data, but a lot of the organizations are taking very conscious steps to ensure they are not exposing their data systems in you know, in a zone because there is there are a lot of opening eyes and you know, there is a risk of data being exposed to the external world. So, those are some of the things you know, which I feel are, you know, kind of areas which the companies are working on and for probably limiting, you know, limiting factors for them to move beyond the experimentation stage. The last one actually is also, you know, ensuring that they are able to develop either their existing team or, you know, kind of employ and higher skill team for both development and implementation of GenAI projects, where you, you know, you can explore doing it internally or, you know, kind of working with a partner who has the capability and skill set to do it.

Nick Ismail

And you mentioned existing infrastructure, and, you know, I guess, operating models come into that as well. Can you explain, or can you go through how organizations can actually infuse GenAI capabilities into existing operating models, or do they have to do a complete reset and modernization play?

Anjana Singh

I think first and foremost, it's important for the organizations to map their entire process flow. So, you know, really segment each of their processes, and study their entire process flows, which can help them really identify specific areas, you know, for example, there could be back end processes, which is currently occupying, you know, human intervention, which should be able to, you know, should be able to be, you know, kind of automated with GenAI. Similarly, chat interfaces, you know, to improve the customer experience, and this could be external facing, and there are some chat interfaces, which could be internal facing for, you know, employee concerns, etc. So, these are some of the, you know, the process flows, which needs to be studied, you know, so each segmentation needs to be studied in entirety to understand, you know, the applicability of GenAI. And it also helps like, you know, one of the things which I've seen business leaders, you know, take a lot of confidence from is identifying use cases, both from internal teams, you know, the teams, which have already implemented in similar areas, or kind of participate in industry level workshops, there are many workshops, which are happening on GenAI, which talk about lots of use cases, which has already been implemented, and we, we can learn a lot from the current implementations, applicability in our own businesses. And that way, you know, we understand how we can actually infuse it into the current AI, because there are, you know, companies, which has faced some of these challenges, and have been able to overcome some of those challenges. So, some of these use cases can come both internally from, you know, teams and other functions, other areas, and as well as externally, you know, which you can access from global forums, even looking at a lot of information content, which is globally available now on the net. So, those would be, you know, really good to see how they have infused the GenAI. And, you know, that can give you a lot of confidence and credibility to go ahead with these processes.

Nick Ismail

That's great. Thanks. And we're going to go into some specific use cases in the media, entertainment, publishing and retail industry, but just before that, what predictions do you have in terms of the transformational changes that will be witnessed as a result of moving at scale? With GenAI solutions and services? What do you anticipate will happen?

Anjana Singh

Um, so it is a very, very powerful tool. You know, and I'll talk about, you know, various spheres, you know, from a benefit standpoint, you know, just from a you know, employee standpoint itself, it's a better experience for the employees because they are able to access information faster. It's better experience for them, you know, because they are able to do that task faster, they are getting skilled into newer processes, because some of the older processes are getting automated for the end users, it will mean once the, you know, the models are trained well, it should mean better accuracy, faster resolution and you know, better experience for them overall. Of course, you know it for the organization's there is a wide variety of simple medium skill tasks can sometimes even the complex tasks which can be automated, which will free up employee used to focus on newer tasks, you know, which means that the organization has the ability now to expand to newer areas has the ability to do a lot more with less resources, and thus, you know, increasing their capability to increase their revenue base by a high margin. So, I see this as a win win for, you know, all, all the stakeholders be at the end user or the employees or the organization there are, you know, multiple benefits, multiple changes that we can observe with GenAI implementation.

Nick Ismail

And looking at specific use cases, in media, entertainment, publishing, retail, the areas, the industries that you look after, what are the current use cases you're seeing in the market?

Anjana Singh

So, you know, of course, GenAI has use cases in every field possible, you know, and specific to the customer experience space, in the retail or media publishing space I'm in, we are seeing a lot of, you know, benefits coming out of both, you know, kind of employee facing interventions, like we have internally developed GenAI infuse tool, which can do a complete revamp of your knowledge management, help the employees to search for some of the, you know, multiple tools which are available with you and give you an interface, one shop interface for them to get, you know, answers to each of the queries that they have, that improves specially for, you know, people who are handling customer experience, for the first time employees who are new and fresh, you know, it helps them an immense deal to get all of the information in one go, you know, get accurate information that helps them become more confident, and then and the learning proficiency of these learners improved drastically. So that's one, you know, thing, which we've seen a lot of success in terms of, you know, ensuring people are able to access information faster, are able to provide information to the customers faster, better accuracy, and which leads to, you know, a better learning proficiency we are also kind of experimenting with similarly with quality. So, and in terms of, you know, how do we map each of the customer interactions, how can we make the customer interactions, you know, identify customer interactions, which have not gone well, I mean, can we identify, we've always had, you know, tools

which can identify customer sentiment, but now, you have tools with the help of GenAI, which can help you track down some of these customer interactions, you know, instead of depending upon only human intervention to map some of these customer interactions understand where you know, where we have the maximum folds, we can actually cover a larger base and the quality interventions can you know, kind of give you in a snapshot the summary of the entire customer experience, you know, how they have interacted with her with us in multiple forums, they may have interacted with us in different channels, channels on voice or chat or email and it can give us all of that information in one go for us to create like the entire customer journey in one shot. So, that helps us improve quality because it you know, it, it is designed to, you know, identify where which stage exactly are some of the areas which has not gone well and helps us put us product processes, which can help elevate the customer experience. So, I see, you know, a lot of benefit coming out of the quality interventions that we are doing. And of course, one of the most used bots in the customer experience industry is the, you know, the customer facing bots on both voice and chat channels, where there is a lot of self service, which the, you know, the customers can access themselves. So they can look at, you know, they can put in their queries in and, you know, we've seen the chats actually identify the queries, even if the language is not very clear, it's able to identify the query and the accuracy is quite good in terms of giving the right level of response. So, I see a you know, that which is a widest use case that we have seen being extremely helpful. The customers have access to a lot more Self Service today than, you know, there was in, in before the, you know, the infusion of GenAI and some of these bots, that also, you know, kind of helps them get help any time of the day at their own flexibility, and avoids them, you know, waiting on line to get an available agent on phone or chat. So some of those are now limited to more complex transactions, and, you know, they are able to get good experience and, you know, a good resolution for their queries faster. So, you know, that, of course, is, you know, one of the best use cases from a customer experience industry standpoint.

Nick Ismail

That's great. Thanks, Anjana, and just finally, looking ahead with all the benefits that GenAI brings, how do you think it's going to shape business strategies moving forward will increasingly be used as a tool by boardrooms and CEOs and decision making processes?

Anjana Singh

Absolutely, you know, it will definitely impact business strategies and, and that is true for every business in every vertical possible, you know, we the organizations will look at the GenAI capability, as, you know, one of the the leading, you know, capability which they need from from employees, when they are doing hiring, it will also kind of ensure they are able to kind of explore more territories, which they haven't explored prior, because now they can expand and do a lot more with a lesser resources. So more businesses, you know, will be able to dwell into newer territories, newer areas, which will form a good part of their strategy. And, you know, once they are able to pay success from the pilots, they are able to derive the benefits. And, you know, the experience coming out of these toy pilots, I definitely see organization push themselves to valuate, full experimentation, full implementation, and explore newer use cases and newer areas, you know, to implement, I also see, you know, multiple organizations kind of put a digital first or a GenAI, first, you know, guide strategy to target themselves convert completely in the next few years. You know, a lot of the companies have come up with digital completely by 25 or 27. Because, you know, and that depends upon what phase they are at, in their current journey, you know, how good is their infrastructure, so the timelines depend upon that. But I see, you know, a lot of the

organizations taking digital as one of their top priorities in in the, you know, in their strategies and their long term vision.

Nick Ismail

That's fantastic. Anjana, thanks so much for all your incredible insights. It's been great to have you on the trends and insights podcasts today.

Anjana Singh

Thank you, Nick. It was great spending time and, you know, talking about some of these industry-level initiatives.

Nick Ismail

Absolutely. And hopefully we can have you on the podcast soon. And just finally, thank you to the audience for tuning in. Goodbye.

Anjana Singh

Goodbye, thank you.