Genpact Leverages Artificial Intelligence to Transform Contact Centers into Profit Centers

Genpact's Neural Chat Assistant dramatically improves customer experience by increasing accuracy of human agents, speeding response times, and enabling cross-sell opportunities

NEW YORK, Jan. 10, 2017 /PRNewswire/ -- Genpact (NYSE: G), a global leader in digitally-powered business process management and services, today launched its Neural Chat Assistant solution that reimagines contact center operations with an artificial intelligence (AI) virtual advisor that dramatically improves the customer experience, and helps companies disrupt their market to gain competitive advantage. Neural Chat Assistant is the first of several planned solutions built on Genpact's Neural Intelligence Platform SM which combines the best of human experience with machine intelligence.

Most contact centers do not realize their full potential to improve customer experience. While chat is one of the fastest growing communication channels around the world—and the predominant one for millennials—most companies have yet to deploy advanced chat-based contact center solutions that decrease problem resolution times from minutes to seconds, reduce escalations, predict and answer next questions to avoid follow up inquiries, and drive consistency and compliance in processes. Many contact centers also are highly dependent on an agent's skills and training, and the slightest deficiencies in knowledge or process can result in poor customer experiences, causing losses in revenue and brand reputation.

To optimize contact center operations, companies need to speed agents' response times to customer queries correctly, enable real-time analysis of customer sentiment, and integrate operations that identify opportunities to cross-sell products and services. Neural Chat Assistant enables these benefits by combining leading-edge technologies such as cognitive computing, natural language processing, natural language generation, machine learning, and other AI tools, with Genpact's deep domain and industry expertise to drive intelligent chat operations with algorithms and analytics that can sense, act, and learn over time.

Genpact expects that its solution increases the human agent's productivity by 100 percent and reduces response times by approximately 50 percent, based on results from current engagements. Neural Chat Assistant leverages Genpact's experience managing one of the world's largest learning data sets for business operations processing and running numerous contact centers for large multinational companies. This expertise translates into valuable insights which power AI technology that can predictably deliver accurate results.

Neural Chat Assistant quickly interprets the customer's chat query, and provides specific responses that can automatically reply to most customer queries. It also learns from agents' and customers' interactions, and delivers more accurate answers based on prior selections. The solution can identify whether or not customers are pleased with a certain response based on their typed replies, and if sensing satisfaction, can recommend that an agent offer a new product.

"Neural Chat Assistant turns contact centers into profit centers—bringing together our unique domain knowledge with advanced AI technologies to improve customer experience and gain a competitive advantage, while also lowering costs," **said Sanjay Srivastava, senior vice president and chief digital officer, Genpact.** "We believe the future of work will be the best of human knowledge supplemented by machine intelligence, and our solution delivers exactly this for the chat channel in contact centers."

Neural Chat Assistant is part of Genpact's Neural Intelligence Platform, an AI-based platform built on more than a

decade of research and development in high performance business processing practices. This platform leverages Genpact's unique Lean Digital[SM] approach which combines process-centric technologies, design thinking, and deep domain expertise to reimagine end-to-end operations to achieve measurable impact in driving revenue and profit growth, business agility, and superior customer experiences.

For more information about the Neural Chat Assistant and Neural Intelligence Platform, see http://www.genpact.com/downloadable-content/genpact-neural-intelligence-platform-cognitive-solutions-for-business-operations-leveraging-lean-digital.pdf. For details about Genpact's Lean Digital approach, visit http://genpact.com/leandigital.

About Genpact

Genpact (NYSE: G) stands for "**generating business impact**." We are a global leader in digitally-powered business process management and services. We architect the **Lean Digital[SM]** enterprise through our patented Smart Enterprise Processes (SEP[SM]) framework that reimagines our clients' operating models end-to-end, including the middle and back offices. This creates Intelligent Operations[SM] that we help design, transform, and run. The impact on our clients is a high return on transformation investments through growth, efficiency, and business agility. For two decades, first as a General Electric division and later as an independent company, we have been passionately serving our clients. Today, we generate impact for a few hundred strategic clients, including approximately one-fifth of the Fortune Global 500, and have grown to over 75,000 people in 25 countries, with key offices in New York City. The resulting business process and industry domain expertise and experience running complex operations are a unique heritage and focus that help us drive the best choices across technology, analytics, and organizational design. For additional information, visit www.genpact.com. Follow Genpact on Twitter, Facebook, LinkedIn, and YouTube.

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