

To be with GenAI, or not to be...

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Have you heard about the GenAI (Generative AI) or used it?

Some of the popular GenAI tools



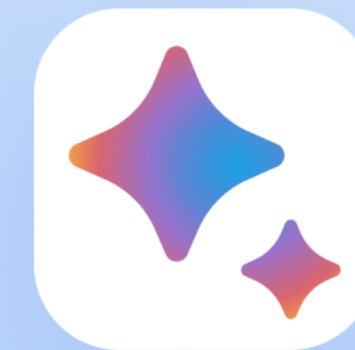
ChatGPT



DALL-E



Midjourney



Google Bard

Why is GenAI so important?



55%

efficiency improvement was achieved by developers using a generative AI programming assistant, based on GitHub's quantitative analysis.

Source:
<https://github.blog/2023-06-27-the-economic-impact-of-the-ai-powered-developer-lifecycle-and-lessons-from-github-copilot/> (access: 2023.08.22)

Why is GenAI so important?

Up to

\$4.4T

from generative AI could contribute annually across 63 analyzed use cases, according to McKinsey

Source:
McKinsey & Company, The economic potential of generative AI: The next productivity frontier, 2023



GenAI's potential impact on the economy



\$4.4T



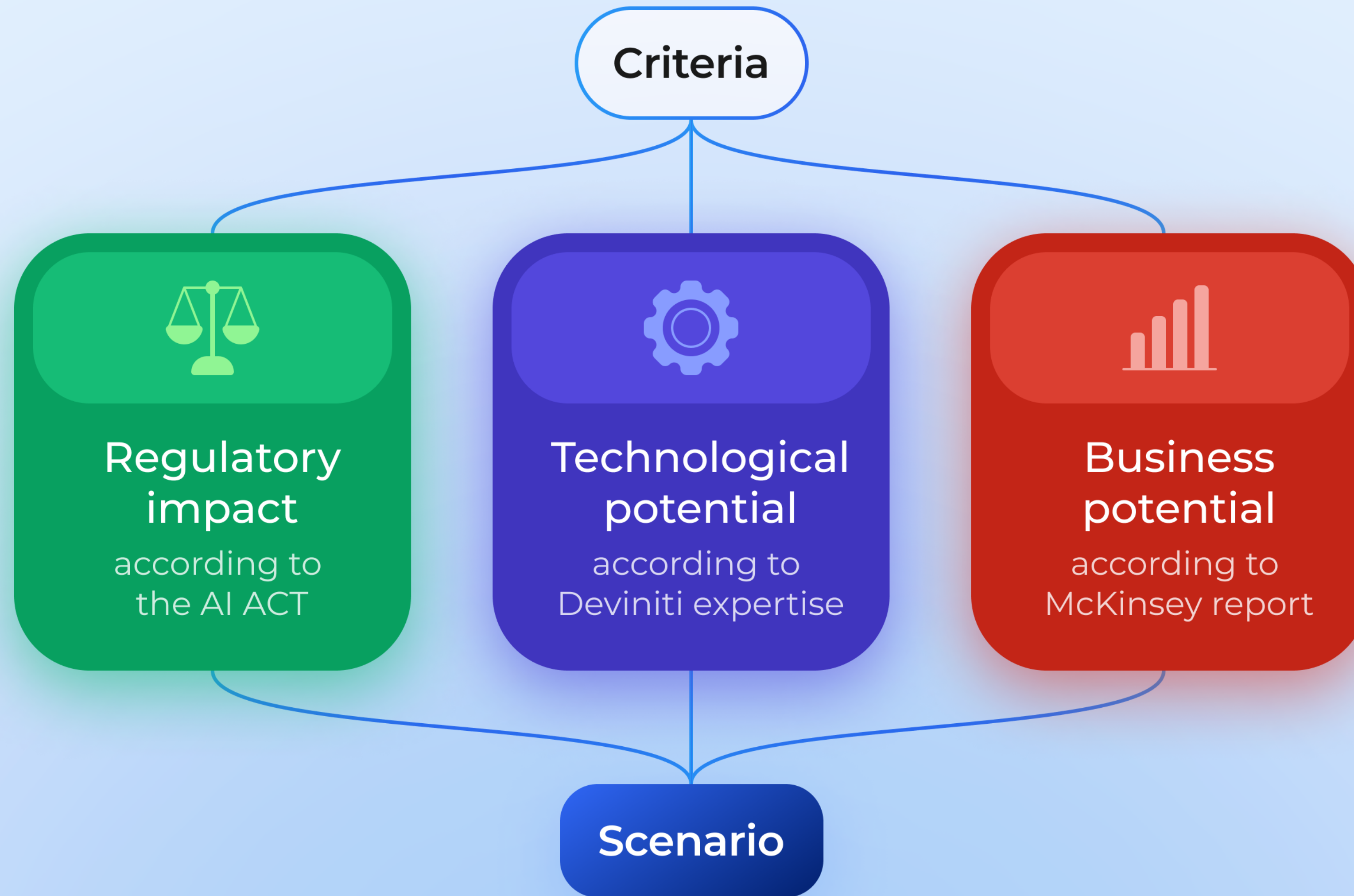
\$31.2B



\$1.4B

Source:
The economic potential of generative AI,- McKinsey & World Economic Outlook,
International Monetary Fund

GenAI's potential impact on SCC



Scenarios for approaching GenAI

1st Scenario

Passive observation

Passively observing market changes. Lack of GenAI implementations in SSC.

2nd Scenario

Automation

Intelligent automation and simple implementations of generative AI to automate business processes.

3rd Scenario

Job development

GenAI implementations on individual employee positions. Employees receive new skills.

4th Scenario

AI-integrated teams

GenAI becomes full-fledged team member. Teams receive new skills. Full knowledge migration.

Used technologies

—

RPA + tools

GenAI + tools

GenAI integrated into seamless work environment

Impact on the job and responsibilities

—

Automation of recurring, repetitive processes

Knowledge-rich processes supported by GenAI

Drastic change in processes and collaboration within teams

Required procedural changes

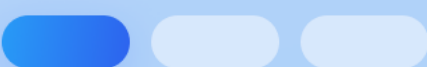
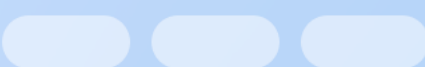
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None

Slight

Significant

Initial investment



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Business value gain



Released capacity



Impact of GenAI on SSC



Impact of GenAI on SSC

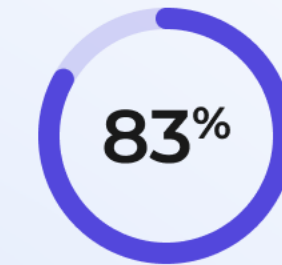
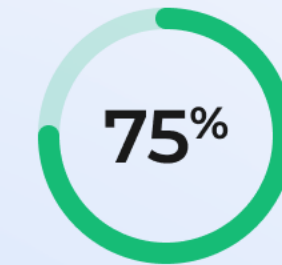
Shared Services Centers

- Finance & Accounting
- HR
- Customer Operations
- IT
- BFSI
- Marketing

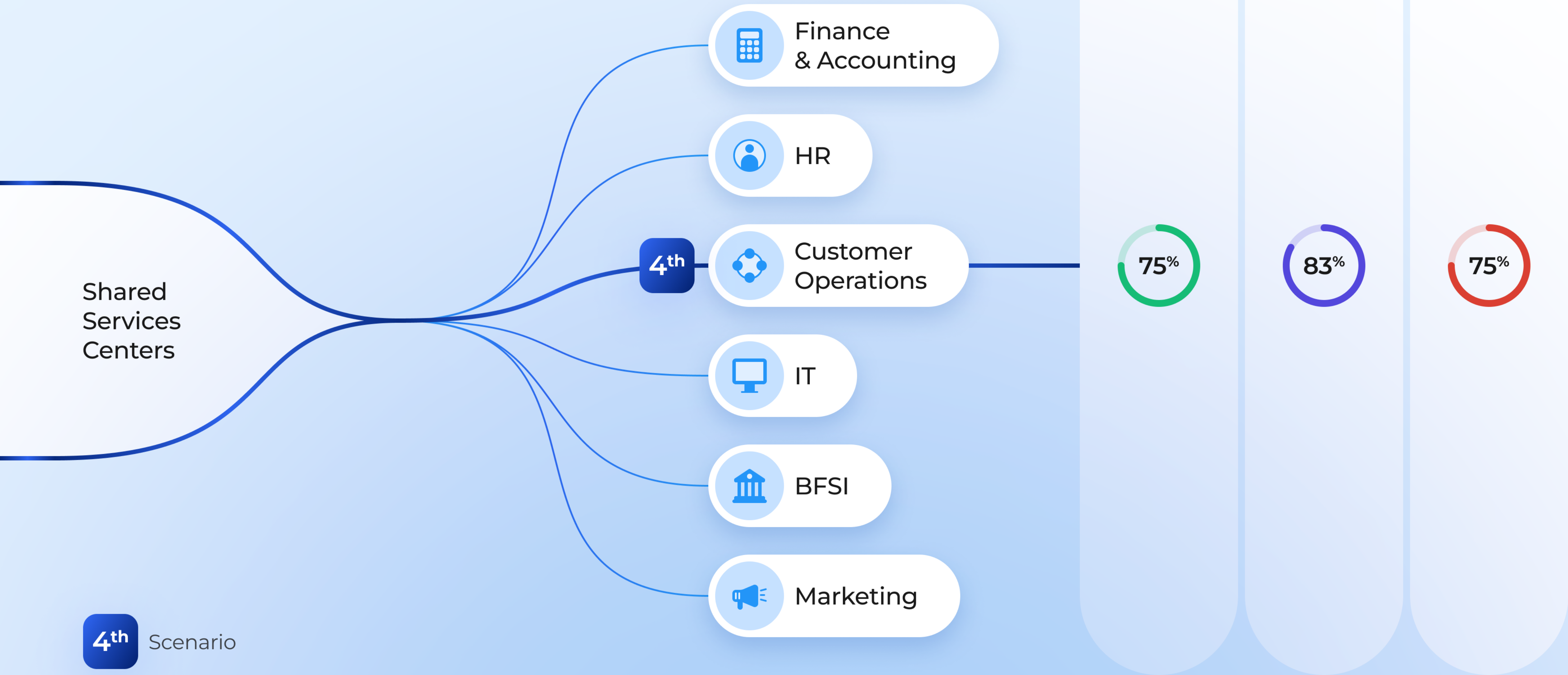

Regulatory potential


Technological potential


Business potential



Impact of GenAI on SSC



4th Scenario
AI-integrated teams

Impact of GenAI on SSC

Shared Services Centers

3rd Scenario

Job development

4th Scenario

AI-integrated teams

3rd Finance & Accounting

3rd HR

4th Customer Operations

4th IT

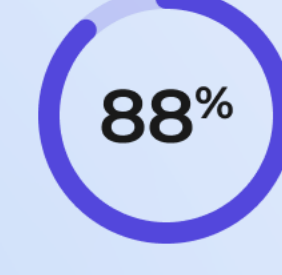
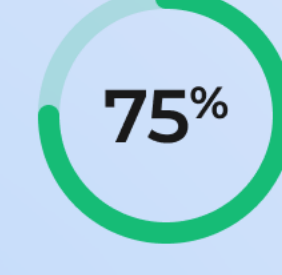
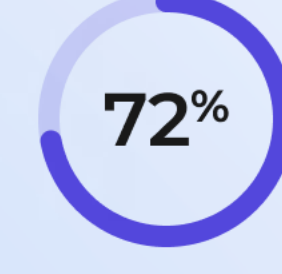
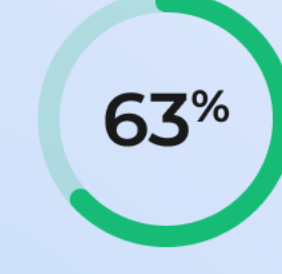
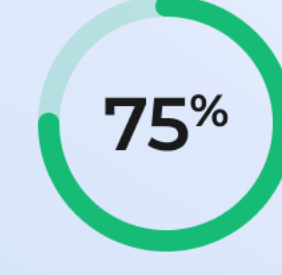
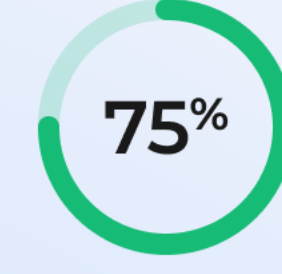
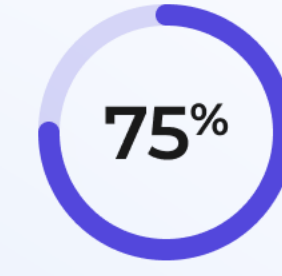
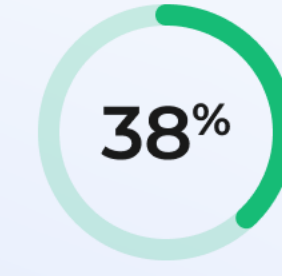
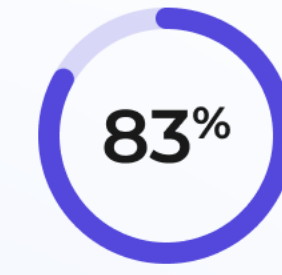
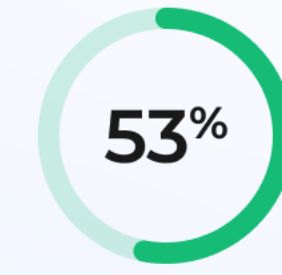
3rd BFSI

4th Marketing


Regulatory potential


Technological potential


Business potential



It's working!

Our customer service example





756 hours

saved monthly for other tasks

86-95% accuracy

in automated document classification
(including categorization, prioritization and
intent detection)

50% less

document processing

62% of requests

for certificates are handled solely by RPA





See report with recommended scenarios for adapting GenAI in SSC



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