



Ganit's Generative AI solution offerings

Capability Document

June 20, 2024

Agenda

- Introduction
- Our solution assets
- Case Studies of Generative AI

Ganit Gen AI Center of Excellence (CoE)



Generative AI solutions for unprecedented enterprise value.

Ganit's CoE empowers you with unparalleled data mastery and hyper-personalization, revolutionizing your business impact.



50+ Gen AI Domain Experts

Unlock meaningful impact by leveraging tailor-made Gen AI solutions developed by our team of experts



Industry Agnostic

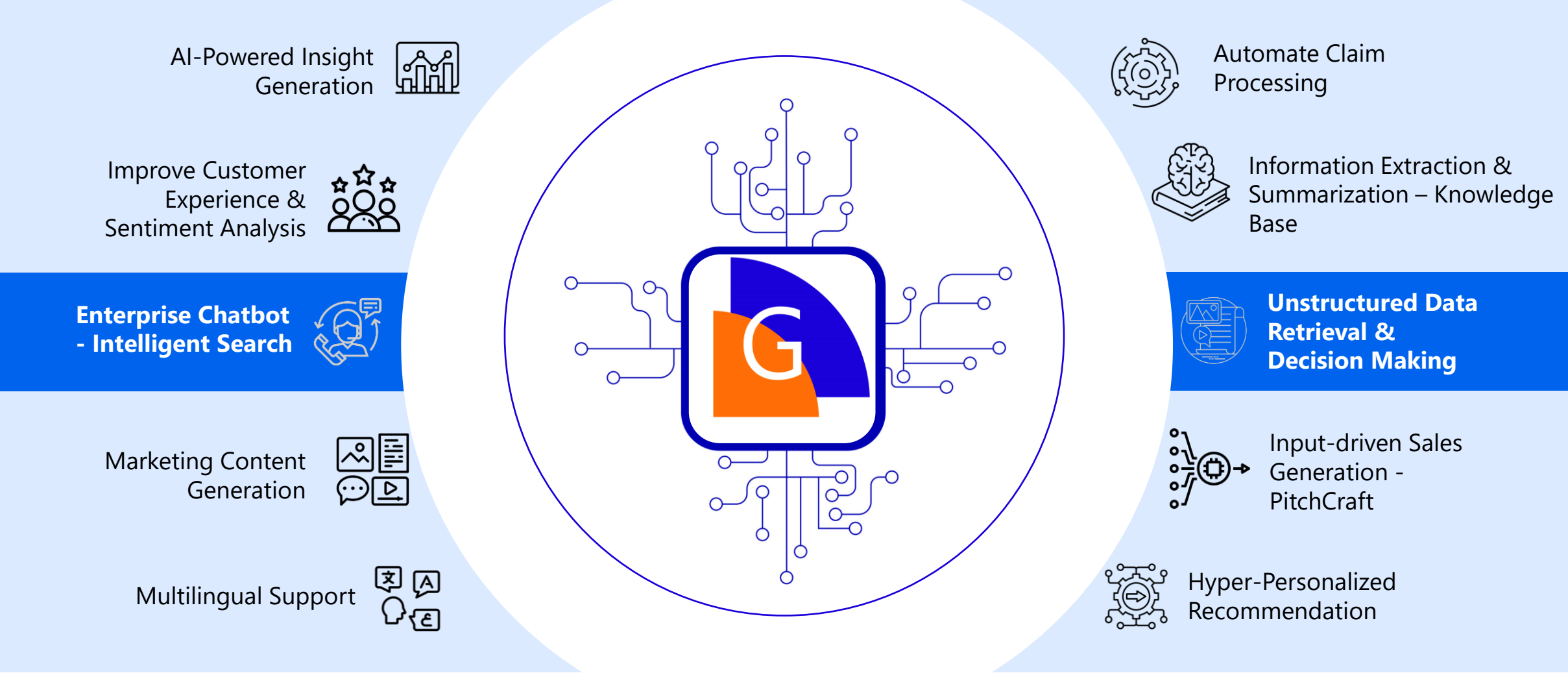
Build solutions that align with your organization goals across industries and business verticals



10+ Success Stories

Proven track record of delivering consumable LLM driven solutions that can boost your bottom line

Generative AI | Ganit's Solution Portfolio





Our overall solutions assets

GenAI Demos



Feedback Alchemy - Sonar

- Understand user feedback and provides human form of responses
- Performs a sentiment analysis of user's feedback and can also analyze the image uploaded by the user



QSR



Retail



Auto



Others



Recap

- Creates a summary for recorded calls while analyzing the general sentiment and emotions.
- Tags the call based on business case and scores the performance of the agent.



BFSI



Retail



Auto



QSR



Estate



Pitch Craft

- Provides product recommendation based on the user persona
- Generates Sales Pitch to recommend the product catering to user profile



BFSI



Retail



Auto



QSR



Estate



GaniParser

- Retrieves data from various banking documents including personal ID cards (KYC), invoices, medical records, and more
- Extracts and translates information from foreign language documents, like Chinese, into the appropriate fields



BFSI



Auto



Estate



Retail



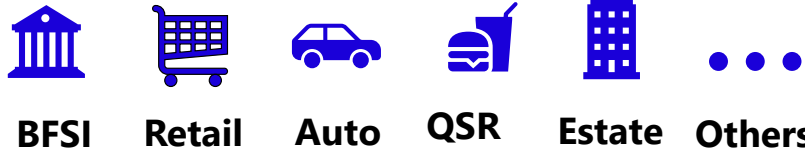
Others

GenAI Demos



Data Forge

- Can help you transform data into meaningful insights and can plotting generic graphs
- Can perform complex filters/ conditions to extract the specified result



Document Classifier

- Performs classification of multiple documents into their respective types like (KYC, Bank documents, Medical documents, Invoices etc.)
- Supports various file formats including PDFs, Zip files, and multiple image types.



Enterprise ChatBot

- Answers queries related to any document that has been uploaded by a user.
- Can extract information and summarize from complex data as well like charts / tables / image insights.



Catalogue Summarizer

- Helps summarize a documents and can key you the key headings and its content in points
- Can detect and distinguish between multiple products on a single page and output the result for each product in Key-Value Format.



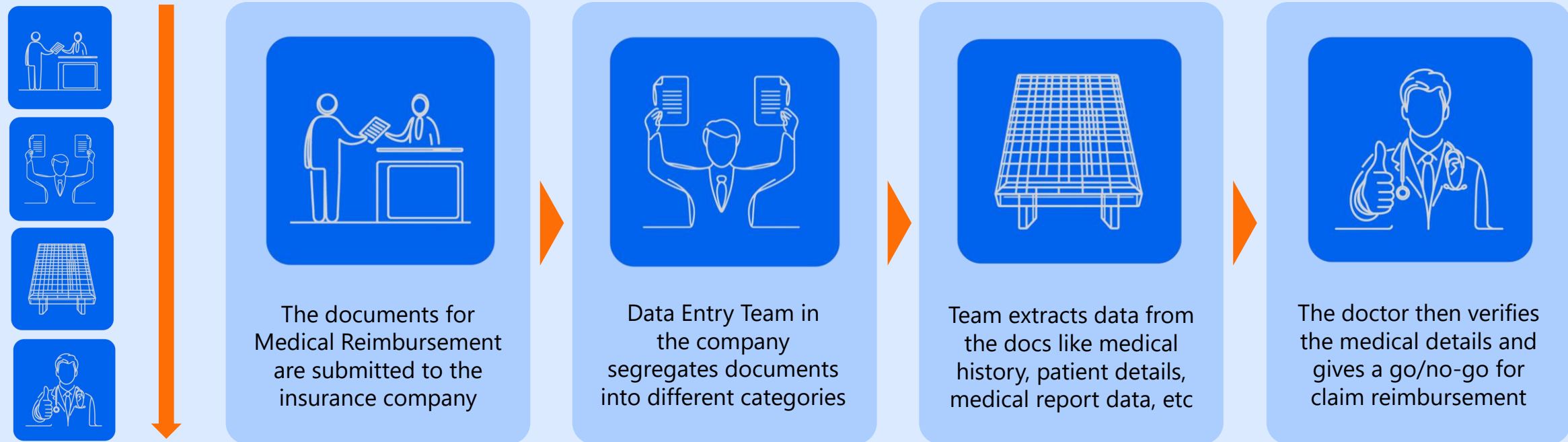


IDP & Gen AI driven claims processing engine

Traditional claim processing flows are accompanied by various challenges leading to higher processing time and data inaccuracies for insurance providers

In health insurance, companies offer coverage plans, overseeing claims and reimbursements, evaluating risks, and crafting strategies to manage expenses while upholding access to high-quality healthcare services.

How does a typical claim process flow look like When you are hospitalized/getting treated/discharged?



Challenges Faced by Industries



Manual Entry

Inadequate Speed and Precision in Data Handling. Limited scalability in handling large volumes of data



Need For Automation

Demand for faster document processing and increased accuracy highlights **inadequacy of manual approach**



Traditional Inefficiencies

Traditional document extraction methods **lack efficiency and struggle** to handle diverse document formats



Resource Intensity

Manual data entry processes **demand significant resources**, leading to high labor costs and resource inefficiencies

Case study: An end-to-end claims processing digitization solution for a leading insurance provider that can lead to 70% savings of manual effort

Current State

Objective:

- To automate the entire claim processing activity that is redundant with significant dependency on manual intervention to classify documents, extraction of information and adjudication

Challenges addressed:

- The existing claim processing was entirely manual which included document segregation, information extraction performed by data entry team, and final processing of the claims done by a team of adjudicators/doctors
- Inconsistent format of data present across the documents shared by the customers (example - medical bills, reports, discharge summaries etc)
- Absence of single source of truth for all the customer information
- Absence of in-house OCR tool to extract the data from the documents

Solution

Classification

ML Model for classification to *classify* **incoming documents** into distinct primary categories and sub-categories

Extraction

Generative AI driven, data extraction engine to capture only relevant information based on document type

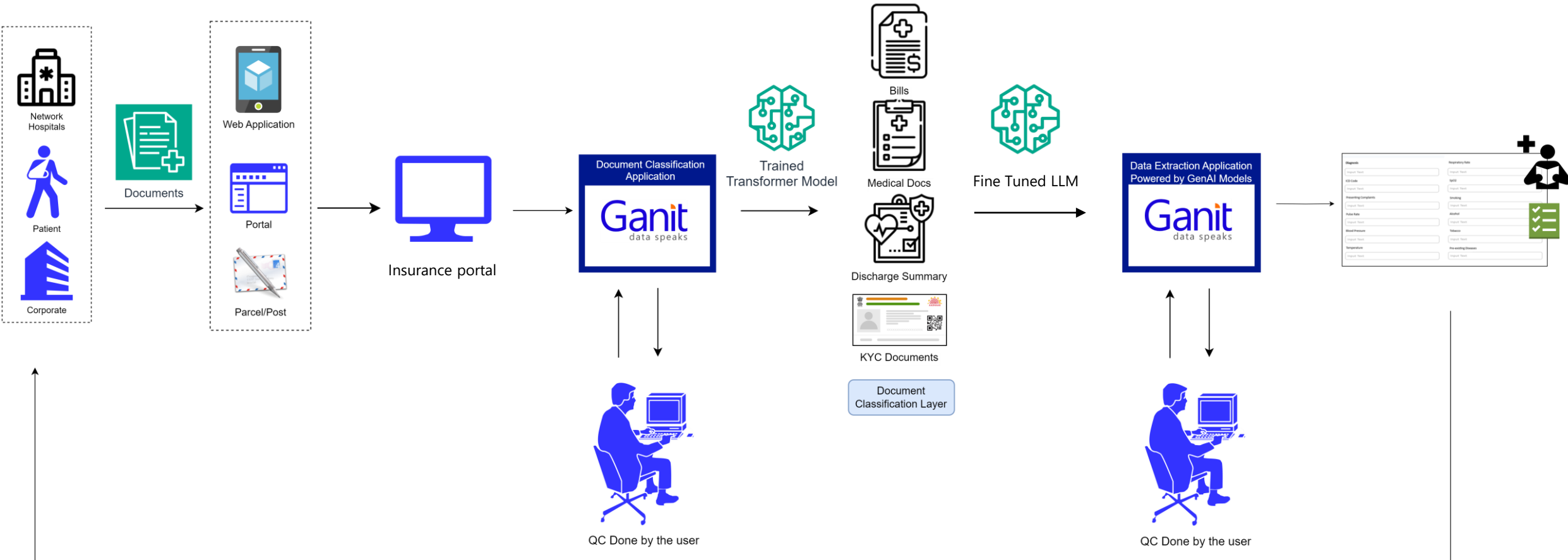
Adjudication

Combination of *Heuristic and ML model* to identify patterns, anomalies and further *validate the documents* to approve the claims

Outcome and Impact

- **Outcome:**
 - Automated classification of documents into different types such as discharge summary, final bill, investigation reports etc. (20+ document categories)
 - Automated extraction of data from the segregated documents and providing a QC application to the user
 - Decision engine to automate the claim processing with limited to no manual intervention
- **Impact:** Currently more than 5000+ claims (cashless) are getting processed in the day. Reduction in manual efforts reduced by 70% by leveraging digitalized claim processing solution

Ganit's GenAI Driven Claims Processing Automation



LLM driven sales pitch personalization and generation

Having a manual product identification and pitch creation process for sales team is time consuming and inefficient

Scenario 1

"This product is all anyone's ever going to need."



Having a manual product identification and pitch creation process for sales team is time consuming and inefficient

Scenario 2



“Secure your active lifestyle with our Product A!”



Persona

A



“Ensure your family’s safety with our Product B!”



Persona

B



“Enjoy peace of mind with our Product C!”



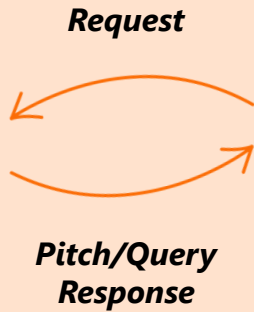
Persona

C



Pitch your product better – GenAI driven Sales Pitch Generation Engine

- Choose Multiple Products
- Choose Customer Persona
- Regenerate Dynamic Pitches
- External Contexts



Reduce manual efforts of creating a personalized sales pitch for your customers catered to their persona increasing the propensity of conversion

Problem Statement

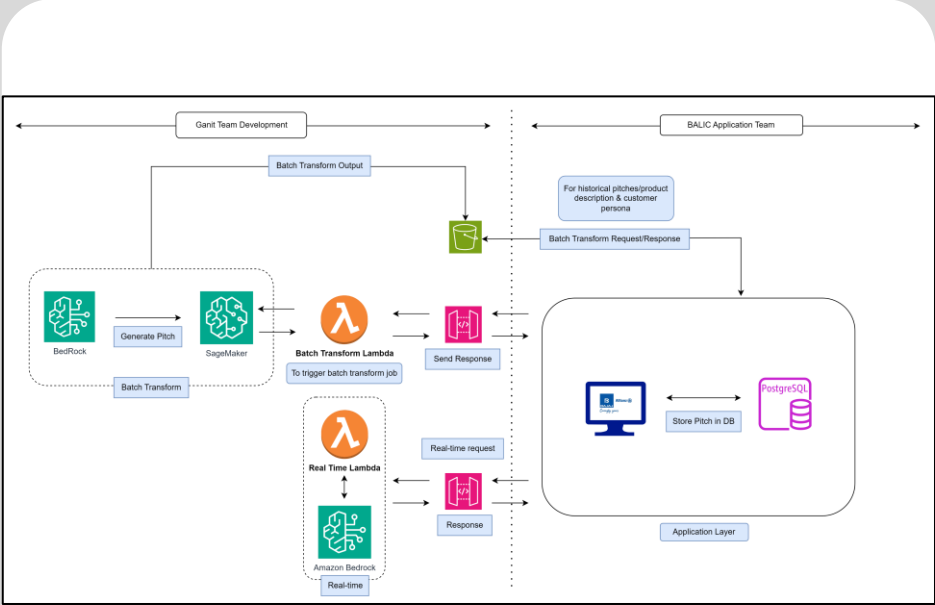
Objective:

- Reduce time spent on summarizing individual pitches and generating smart pitches based on various combination of customer profiles & products using GenAI
- Incorporate pitches for each customer attribute and the choice of product to generate a summarized and cohesive sales pitch

Challenges addressed:

- The sales pitch team combines the individual pitches pertaining to customer attributes and the product in a manual way to create the summarized output sales pitch
- This process is time consuming and final summarized pitch does not completely incorporate all the individual pitches for each customer attribute

Solution



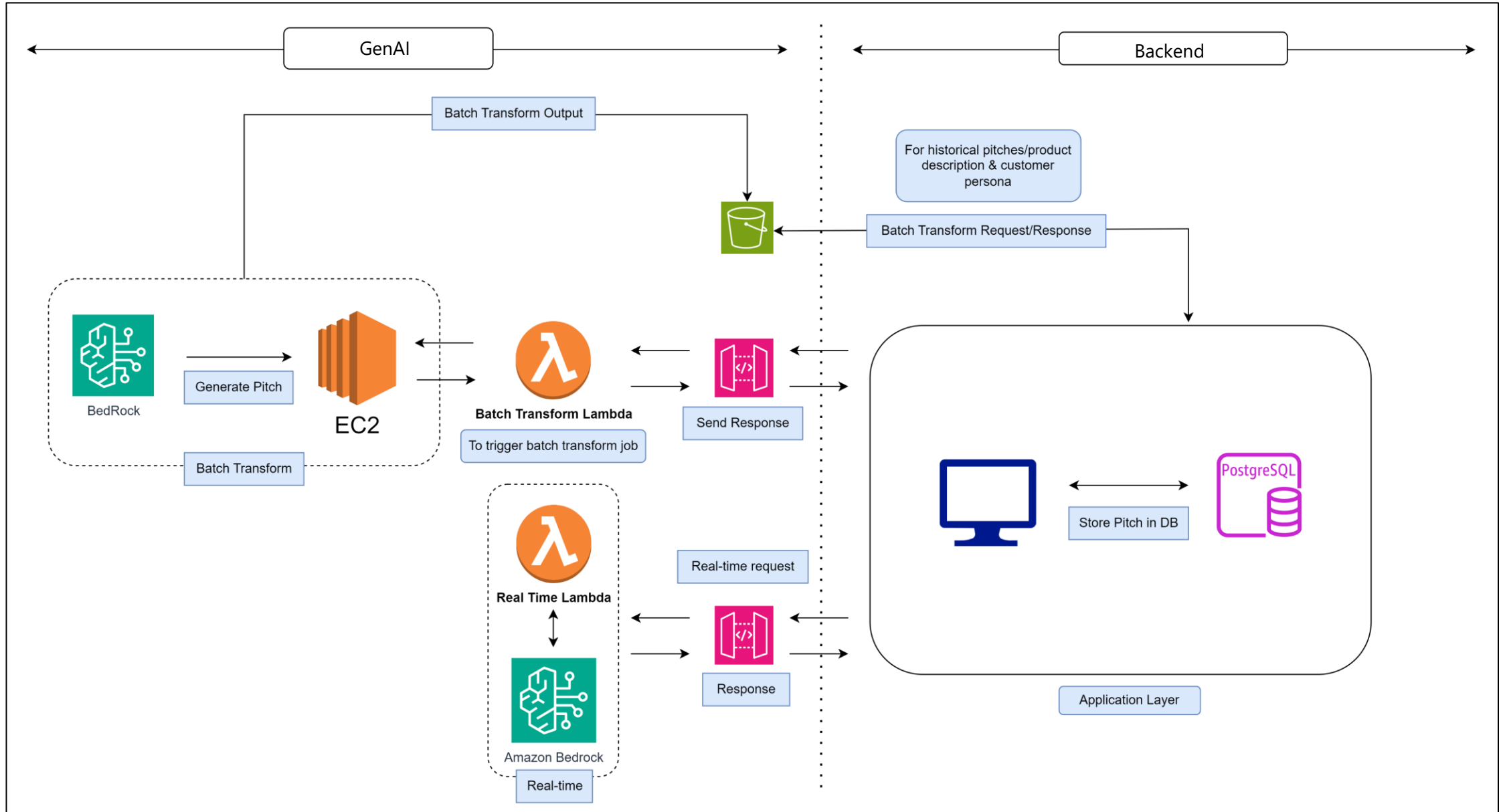
Outcome

ML based model generates smart pitches for priority products and given parameters and an API to respond based on the input parameters which can be integrated with the UI tool.

Outcome

- Time reduction by **70% weekly** to generate pitches
- **45% increase** in generating creative and smart ideas for the pitch weekly

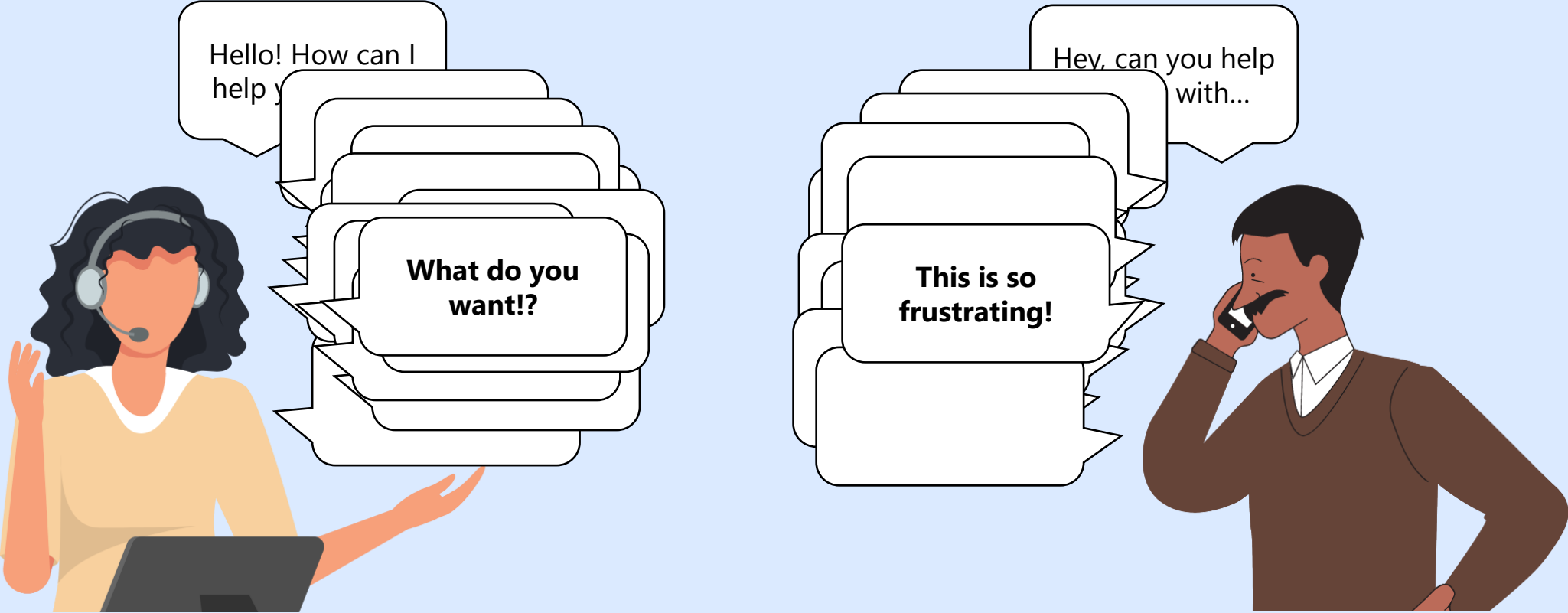
End-to-end Architecture



Customer service call analytics and summarization

Current state of customer service calls

What could be wrong?



The solution

Summarize conversation

Track Professionalism of Agents

Track Status of Tickets

Auto Tagging

Emotion Analysis

Sentiment Analysis

AI



Hello! How can I help you today?

Hey, can you help me out with...



Reduce the effort required for customer call analysis as well as track agent performance and adherence to company policies and guidelines

Problem Statement

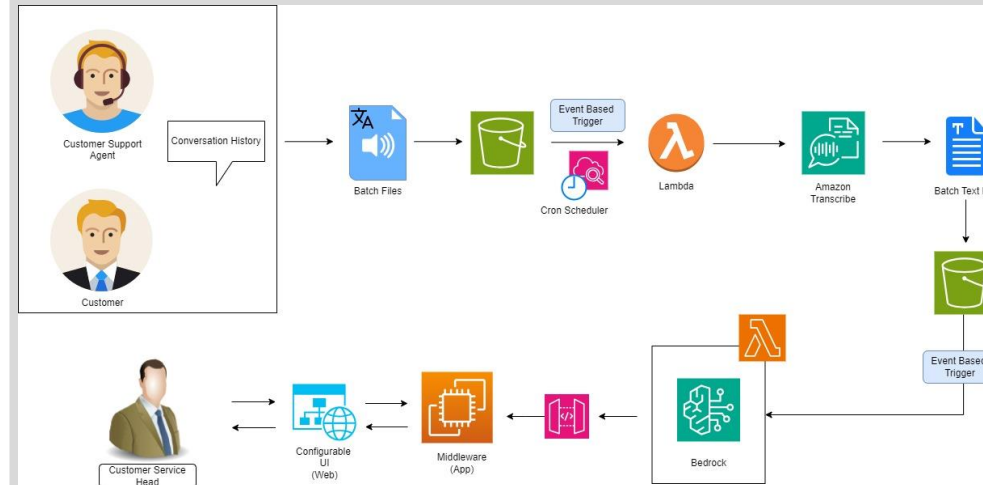
Objective:

- Reduce time spent on analyzing and summarizing customer care or sales calls to monitor agent performance and customer experience
- Automatically score, tag, and find the outcomes of calls for easy tracking

Challenges addressed:

- Tracking and analysis of customer care calls is a long and tedious process involving listening to multiple long calls
- Keeping track of customer sentiments and the performance of agents based on professionalism and adherence to company guidelines is a difficult and time-consuming task
- For customer support calls, the tracking of resolution status for customer tickets is not automated

Solution



Outcome

Used a transcription model and an LLM to automatically summarize recorded calls while analyzing the sentiments, emotions, nature of the calls, and outcomes. The agents are also scored based on their adherence to company guidelines.

Outcome

- Reduce time taken for analyzing calls by ~60% on a weekly basis



Case Studies

Enhanced Sales Insights via Voice to Text Recognition with API support and Gen AI (Real Estate)

Problem Statement

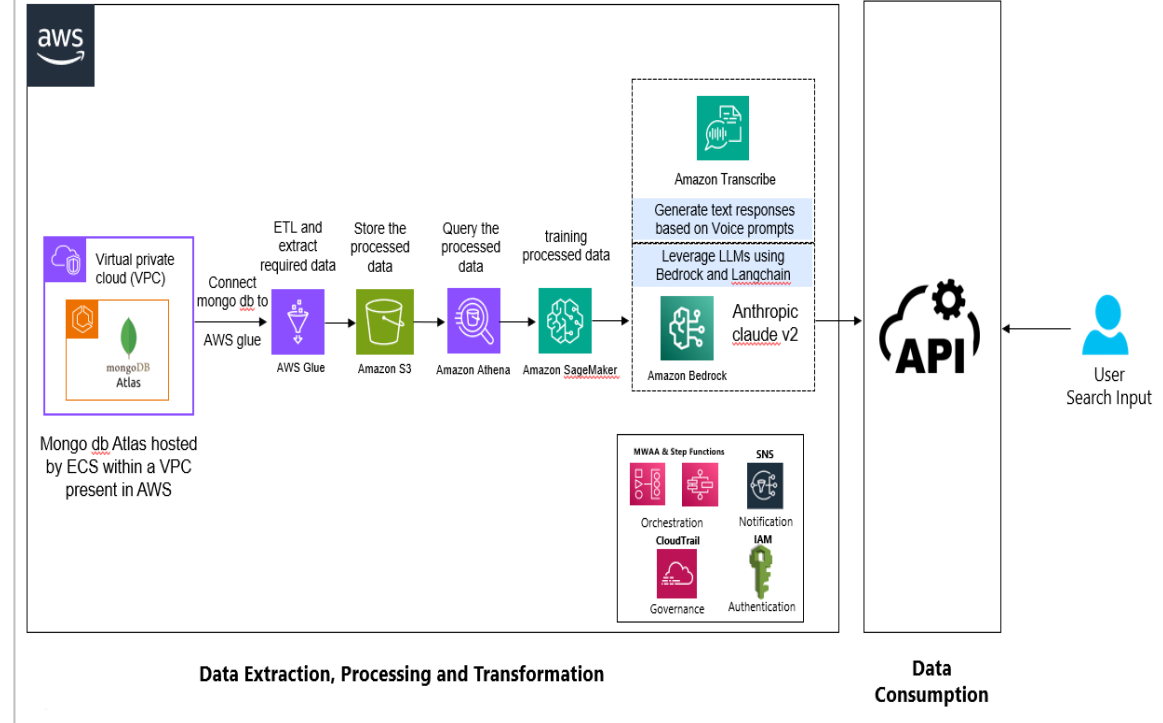
Objective:

- To fine-tune a pre-trained LLM on the provided data sets to understand domain-specific terminology and sales-related queries to obtain required insights.
- To create a UI tool to analyze sales data efficiently, gain insights and make decisions for the Sales Head to make data driven decisions effectively.

Challenges addressed:

- No interactive system to give response based on sales data and configuring voice to text features for asking questions.
- Current dashboards aren't getting efficiently utilized to gain sales analytical insights .

Solution



Outcome and Impact

- **Outcome:**
 - NLP based UI tool via LLM implementation on the sales data extracted insights & charts based on user query with limited manual intervention .
- **Impact:**
 - Time taken for the sales head to make inform decisions based on the insights produced have reduced by **24-48 hrs**

Enhanced LLM based solution for efficient data reporting with Generative AI (BFSI)

Problem Statement

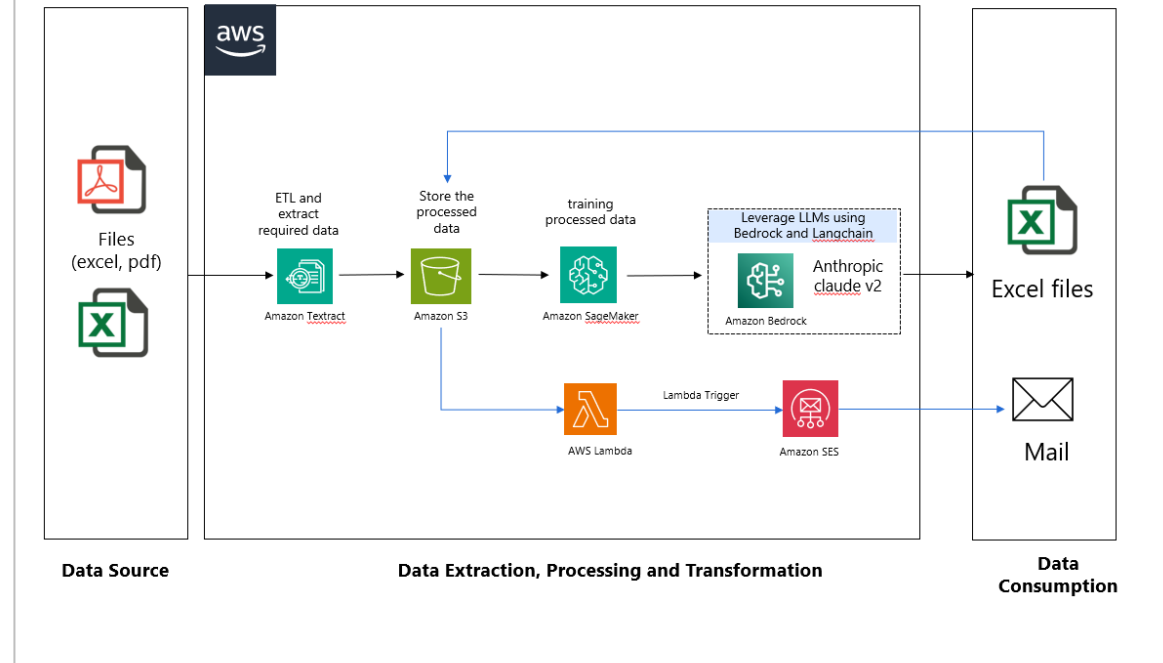
Objective:

- To improve user experience by providing a quick and time saving solution powered by Generative AI for validating and computing income sheets and extracting data from financial sheets.
- To convert the long and tedious manual process into a quick one stop solutions.

Challenges addressed:

- Currently, there is no interactive system that can provide responses based on Generative AI, which could significantly improve efficiency and accuracy in handling financial data.
- Validating and computing income sheets, as well as extracting data from financial sheets, is a time-consuming and tedious manual process.

Solution



Outcome and Impact

- **Outcome:**
 - An LLM-based solution that can efficiently process and consolidate their income sheets financial statements, Investors Presentation into a readable format, to generate reports efficiently and send them via email to the respective stakeholders, facilitating informed analytical decisions.
- **Impact:**
 - Customer reduced manual effort by **66%**
 - Time taken to process these files has decreased by **75%**

Enriched OCR solution with end report generation with Generative AI

Problem Statement

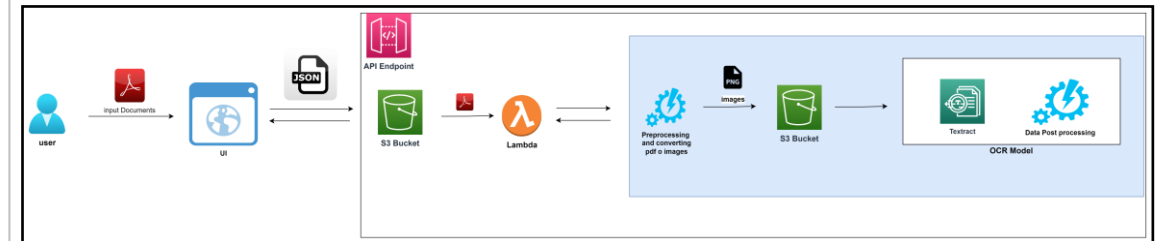
Objective:

- To build an OCR solution that performs extraction of data from documents which can cut down the time consumption and improves the accuracy which the current model lacks.
- To automate the process of manual entry of data and sharing it to client using an API.

Challenges addressed:

- Template driven manual data extraction process was followed as there was no previous pipeline setup.
- No validation metric to assess the accuracy of the document scrapped, using in-house tool

Solution



Outcome and Impact

- **Outcome:**
 - Built an OCR solution with API support that extracts data from documents, automates the manual data entry process and send the end report to client.
- **Impact:**
 - **70% time saving** in processing the documents
 - The accuracy of the processed documents increased above 90%

Automated OCR text generation with Generative AI (BFSI)

Problem Statement

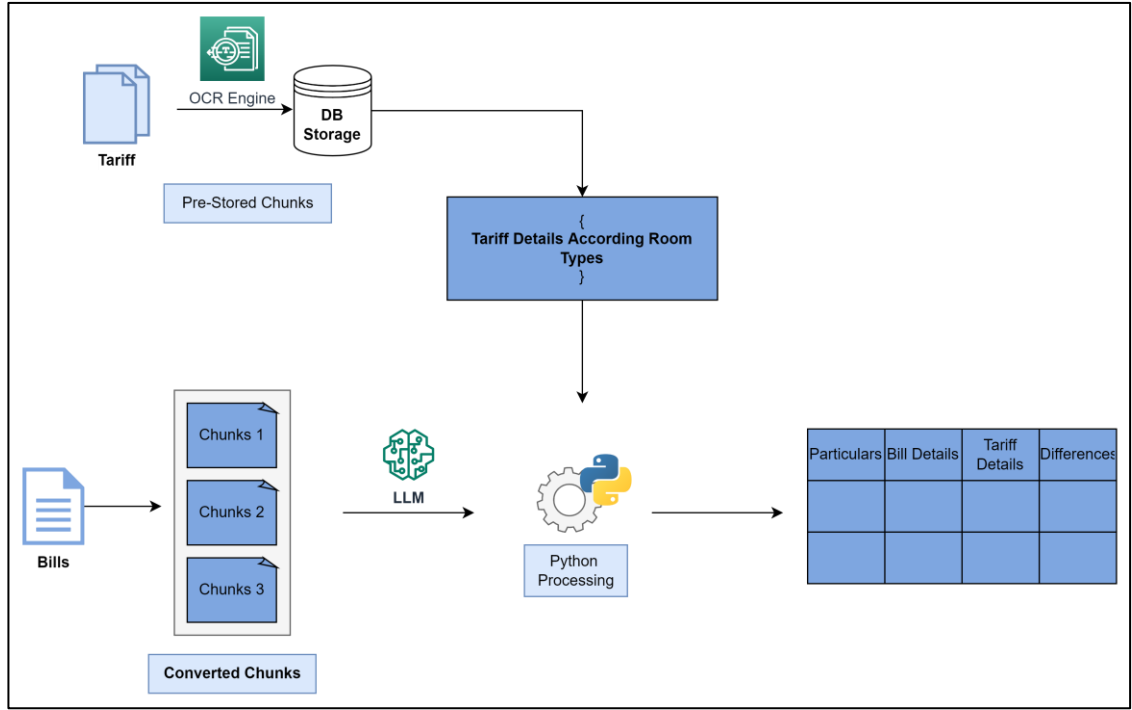
Objective:

- To create solution which can automate and digitalize the tariff documents for the hospitals and perform extraction of data from bill document using OCR Engine & Generative AI.
- To automate the selection and comparison process of required fields in the bill with the tariff charges and automate insights generation

Challenges addressed:

- Inconsistent formats of data present across the documents shared by the customers (as medical bills, reports etc. can come from any source).
- No in-house OCR tool to extract the data and no data science/analytical capabilities to efficiently leverage existing data.

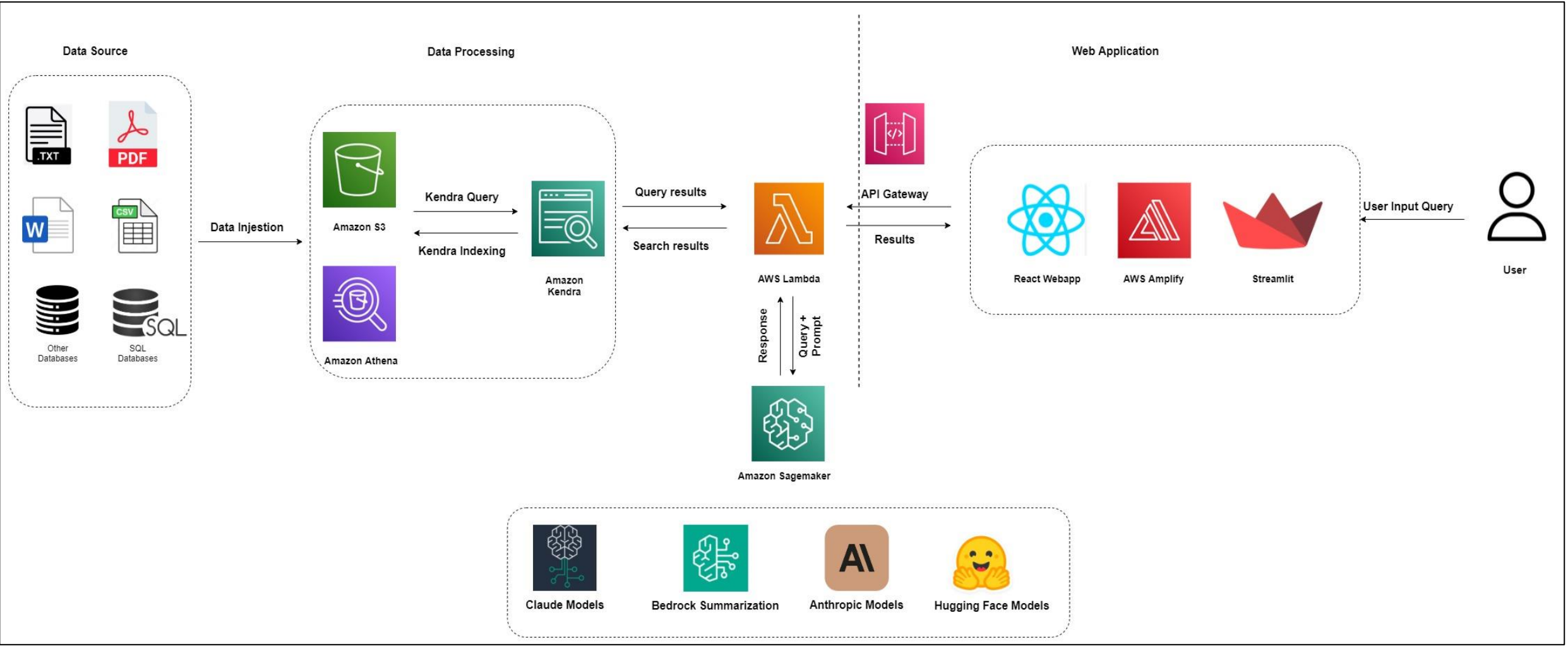
Solution



Outcome and Impact

- **Outcome:**
 - Built an automated solution which digitalize the documents and then extracts the data, compares the data and provides the automated insights.
- **Impact:**
 - **65% time saving** in processing the documents

Generative AI | Typical AWS Architecture



Thank You

Ganit provides cutting edge solutions at the intersection of hypotheses-based analytics, ML-driven AI, and new-data insights from smart devices



We have delivered tangible benefits to leading brands in the North America, Europe, MENA and APAC

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