

Humanizing AI:

Where Innovation Meets Responsibility

Crafting AI and Gen-AI Solutions for the most pertinent
Financial Services Industry use cases

BROCHURE



Overview

The emergence of Artificial Intelligence (AI) powered with creative force of Generative AI (Gen AI) is reshaping how services are delivered in the financial services industry. These technologies are enabling enterprises to enhance operational efficiency and customer engagement by offering access to processes and solutions that are both personalized and swift. Through their ability to process and analyze large datasets and deliver instantaneous and pertinent outcomes, they enable financial entities to cater to specific customer preferences with remarkable accuracy and promptness, marking a significant shift towards more intuitive and customer-centric financial services.



The Challenges

Traditional ways of decision making using data analytics and doing automation of routine tasks have gained edge with the advent of AI and Gen-AI algorithms and solutions. These technologies complement and supplement the traditional approaches wonderfully to help the financial services enterprises remain competitive and

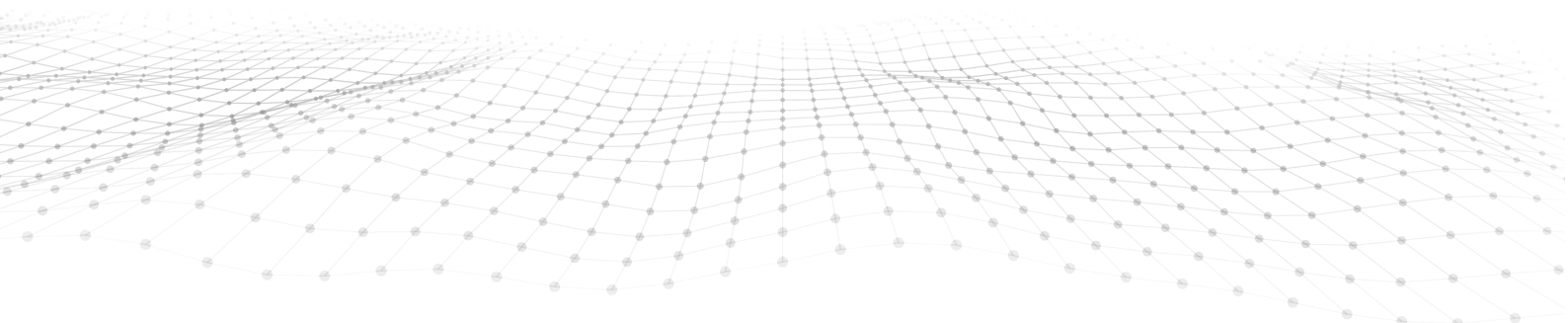
meet the growing expectations of consumers and regulatory bodies. Thus, the companies operating in the financial services industry are adopting these solutions with fervor. Here is a list of key challenges faced by the financial services sector that the new-gen solutions aim to address:

Data Overload: Financial institutions face the daunting task of sifting through vast amounts of data. This makes it difficult to identify data markers that provide meaningful insights that could drive decision-making and innovation.

Competition and Innovation: The financial services industry is highly competitive, requiring institutions to constantly innovate. Without AI and Gen AI, creating personalized and novel services to stand out becomes a significant hurdle.

Security and Compliance: As digital threats evolve, maintaining robust security and compliance with regulations is increasingly getting complex. Traditional approaches often fall short in addressing dynamic requirements on these fronts.

Customer Service: Meeting the rising expectations for personalized and efficient service without the aid of AI technologies is simply impossible and can lead to potential decreases in customer satisfaction and loyalty.















The Solution

Recognizing the pressing needs of the financial services industry, NSEIT's Democratizing AI – a comprehensive suite of AI and Generative AI solutions is designed to address the pain points of the financial services industry head-on. At NSEIT we analyzed what are the key priorities of our customers, mapped the key use cases where they could leverage the power of advanced technologies and transform their operations and experiences for their customers.



Mapping Gen-AI to Customer Needs

NSEIT's Gen AI capabilities to deliver the required outcomes

 Market Guardian for analyzing social media data	 Conversational AI & BI	 Text based classification
 24*7 Service & AI assisted Helpdesk	 Gen AI augmented automation	 Speech to Text & Text Mining
 Intelligent Apps	 Microsoft Copilot	 PoVs on implementation of Gen AI for Vertical, Horizontal & Technical use cases
 PoCs and research	 Internal Training	 Customer Education

Here are some of the key areas in which NSEIT can help you transform your operations and services portfolio with AI and Gen-AI capabilities:

- **Data Analytics:** NSEIT's AI for All enhances data processing and analytics capabilities, turning vast data volumes into actionable insights, thereby empowering decision-makers with precise information.
- **Personalization:** Leveraging predictive analytics, AI for All delivers customized experiences to customers, significantly enhancing satisfaction and engagement.
- **Security Enhancement:** By incorporating advanced AI algorithms, the solution bolsters security measures and ensures compliance with regulatory standards, mitigating risks efficiently.
- **Operational Efficiency:** AI for All automates routine tasks, reducing human error and operational costs, and allowing human resources to focus on more strategic activities.

Our Offerings

NSEIT AI Solutions at a Glance

NSEIT's AI SOLUTIONS & IMPLEMENTATIONS

MARKET GUARDIAN

Engine to extract Stock recommendations from public domain to track, discover malpractices #GenAI

CONVERSATIONAL AI

Converse with data from website, documents, knowledge base to help support analysts and enable self service for customers to get FAQs #GenAI

CONVERSATIONAL BI

Converse with your organization's structured data in natural language to get insights on the go in form of tables, visuals #GenAI

CATEGORIZE TEXT

Classify free text into predefined categories using plug and play solution "ClassifAIr" #GenAI

DATA EXTRACTION

Extract specific data elements from different sections of loan of credit documents in a text or PDF format as part of end to document automator #GenAI

RESUME PARSER

Extract the information from resume in any PDF/ DOCX formats into a tabular data to match against JD# GenAI

SPEECH TO TEXT

Generate text from audio or video files in mp3, mp4 and wav format from any domain using plug and play solution "SpeechAI" #GenAI

REPUTATIONAL RISK ASSESSMENT

Extract data from various social media sites to understand overall sentiment pertaining to reputational Risk #GenAI

SENTIMENT ANALYTICS

Categorizes free form comments in to positive, negative & neutral categories with help of plug & play solution "Sentlyzer" #GenAI

CUSTOMER CHURN

Scoring customer (demographics & behavioral) data to compute churn probabilities. Plug & play solution

FRAUD TX DETECTION

Credit card fraud detection plug and play app "DETECKTIKA" available on Snowflake marketplace

CUSTOMER PERSONA CREATION

Devise consumer segments based on a 52 metric, psychographic profile with help of personality insights

ANOMALY DETECTION

Leverage unsupervised Machine Learning for bad data detection from IoT sensor. ML models for identifying trading malpractices in algo trading & collateral segregation

FRAUDULENT CLAIM DETECTION

Identify propensity of claims to be fraudulent extensive customer database and self authored text from emails and social media

DEFAULT PAYMENT PROPENSITY

Identified the individual policies at higher risk of default to effectively target premium default mitigation efforts

CLAIMS CLASSIFICATION

Classify the claims and assign them to appropriate queue based on claim subject and details

The Features

Our Democratizing AI, approach is meticulously designed to cater to your specific needs From deep analytics and predictive personalization to enhanced security protocols and seamless scalability, we have incorporated building blocks of a digital-first strategy as features of our offerings portfolio.

- Comprehensive Analytics:** With deep data analysis tools, financial institutions can gain insights into market trends, customer behavior, and operational efficiency.
- Predictive Personalization:** AI for All employs predictive analytics to tailor financial services to individual customer needs, enhancing the customer journey.
- Enhanced Security:** Incorporating cutting-edge AI techniques for fraud detection and risk assessment, the solution offers superior protection against digital threats.
- Integration and Scalability:** Designed for seamless integration, AI for All supports a wide range of financial services and scales according to business growth.



Efficiency Gain Areas

POSSIBILITIES WITH GEN AI - SCRATCHING THE SURFACE

Capability	Real World Application	Outcome
Content creation & augmentation	Generate marketing material, generate personalized product description for banking, insurance & investment products	Productivity gain
Q&A and discovery	Implement Conversational AI chatbot for support for answering common questions, addressing routine inquiries, and guiding customers through complex tasks	Enhance user experience
Tone of content	Generate personalized communications for various scenarios, such as: claims denial, premium increases, loan denial etc. to empathize with customer	Enhance user experience
Summarization	Generate personalized summary of financial documents, terms & conditions that is quickly understandable by customer	Enhance user experience
Simplification	Generate financial statements, reports that is understandable in layman term for improve customer experience	Automation, user experience, and productivity gain
Classification of content	Review content and classify into defined areas. For instance, classification Of free form comment in survey for NPS calculation	Automation, user experience, and productivity gain

The **Benefits**

Democratizing AI approach is fundamentally built to change how financial enterprises operate. Beyond the immediate improvements in efficiency and cost reductions, the strategic advantages include heightened customer satisfaction, fortified security measures, and a stronger competitive stance in the marketplace.

- ▶ **Cost Reduction:** Automation and improved operational efficiency significantly reduce costs, allowing for resources to be allocated more effectively.
- ▶ **Improved Customer Satisfaction:** Personalized services and responsive customer support lead to higher satisfaction rates and customer retention.
- ▶ **Robust Security and Compliance:** Advanced security features ensure that financial institutions stay ahead of threats and remain compliant with regulations.
- ▶ **Market Competitiveness:** By adopting democratizing AI approach, financial services can offer innovative solutions, gaining a competitive edge in the market.



About **NSEIT**

NSEIT Limited is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure & Cloud Services, and Cybersecurity,

through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

For more information, visit us at [nseit.com](https://www.nseit.com)

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