



PROOF OF CONCEPT FOR AZURE OPENAI USE CASES FOR BFSI SECTOR (3 WEEK POC)

AI is revolutionizing various industries, and Nous is at the forefront with an impressive portfolio of over 2,000 AI use cases tailored to specific sectors. Notably, the Banking, Financial Services, and Insurance (BFSI) sector boasts an impressive tally of over 200 distinct AI use cases to boost efficiency.

AI is a game-changer for BFSI, enhancing customer experiences and operational efficiency. Nous offers an extensive catalog of 200+ industry-specific use cases, covering most customer needs. Customers can choose pre-designed use cases or request customization to meet their unique requirements.

Below is a snapshot of the top use cases of AI in the BFSI industry:

Customer service

AI can enable BFSI organizations to provide 24/7 customer service through chatbots, voice assistants, and virtual agents. These AI-powered tools can handle common queries, requests, and complaints and provide personalized recommendations and offers. AI can also help BFSI organizations to segment and target customers based on their preferences, behavior, and needs.

Fraud detection and prevention

AI can help BFS organizations detect and prevent fraud and cyberattacks by analyzing large volumes of data and identifying patterns, anomalies, and threats. AI can also help BFSI organizations comply with regulatory requirements and standards by automating reporting, auditing, and verification processes.

Credit scoring and lending

AI can help BFS organizations assess the creditworthiness and risk profile of borrowers by using alternative data sources, such as social media, online transactions, and behavioral analytics. AI can also help BFS organizations optimize lending decisions, pricing, and terms using predictive models and simulations.

Investment and wealth management

AI can help BFS organizations provide their clients better investment and wealth management services using advanced analytics, natural language processing, and machine learning. AI can help BFS organizations generate market insights, forecast trends, identify opportunities and risks, and create personalized portfolios and strategies.

PROOF OF CONCEPT PROGRAM AND OUTCOME

As part of this offering, Nous lets the customer choose a use case from our industry-wise use case catalog or a use case specific to a Customer. It creates a POC, demonstrating the implementation of Azure OpenAI and how the same can accelerate a Business Process and bring efficiency improvement.

A typical POC program plan will look like the following:

Week 1: Define the AI/ML use case and scope the POC

- Work with the customer to understand their business problem, data sources, success criteria, and expected outcomes.
- Identify the relevant Azure openAI services and tools that can be used to address the use case.
- Document the POC scope, objectives, timeline, and roles and responsibilities in a POC charter.

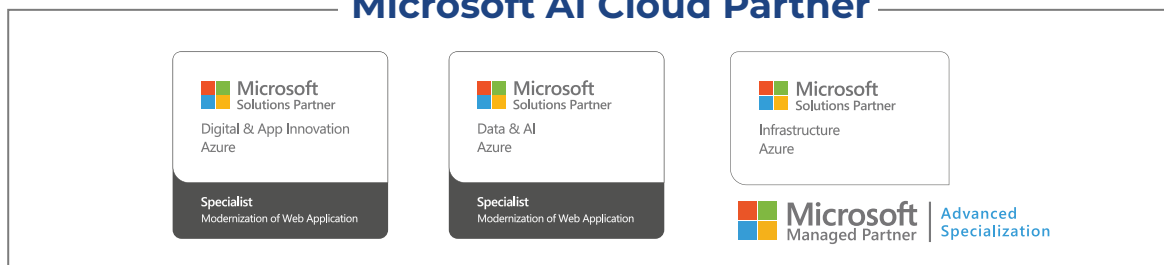
Week 2: Develop and test the AI/ML solution

- Use the Azure openAI services and tools to build and train the AI/ML models for the use case.
- Integrate the models with the customer's data sources and applications, and test the solution for functionality, performance, and accuracy.
- Document the solution architecture, design, code, and test results in a POC report.

Week 3: Deploy and evaluate the AI/ML solution

- Deploy the solution to the customer's Azure environment and enable them to use it in their business scenarios.
- Monitor and measure the solution's impact on the customer's key performance indicators (KPIs) and compare them with the success criteria defined in the POC charter.
- Document the deployment steps, evaluation results, lessons learned, and recommendations for next steps in a POC summary.

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