# AI-powered transformation: How GCCs are driving business innovation

Is it only about cost effectiveness?

The time to raise this question in the context of Global Capability Centres (GCCs), has long passed.

Today, GCCs have come a long way. What started out as a way for companies to cut costs and streamline operations, has changed in the current context. Today, they’re quickly becoming hubs of innovation. With AI and automation in the mix, businesses are now using their GCCs to unlock real, meaningful transformation.

Sindhu Gangadharan, Chairperson, [NASSCOM](https://www.nasscom.in/voices/ai-and-gcc-revolution-defining-moment-indias-tech-leadership), mentions, “As global businesses strive for reinvention, India’s GCCs are at the forefront, not just implementing AI solutions but developing them. They are now the R&D powerhouses, co-creating next-generation AI products, platforms, and solutions that will shape the future of industries worldwide.”

This shift isn’t just about adopting new tech or gaining an edge over trending automation tools. It’s about understanding the bigger picture; how GCCs bring together the right mix of technology, talent, and infrastructure. There’s a change in how businesses think, how they operate, and how they grow. And right now, GCCs are playing a central role in making that happen.

**Evolving into innovation hub**

For a long time, GCCs were seen mostly as support engines, focused on cost savings and efficiency. But that’s changing quickly. Today, they’re stepping into a much more strategic role, helping businesses grow and innovate.

For instance, AI is being implemented global entities to power supply chains across diverse locations. According to [McKinsey](https://health.economictimes.indiatimes.com/news/health-it/transforming-global-supply-chains-with-ai-powered-inventory-optimization/118117336), “Early adopters of AI-enabled supply chain management have achieved a 15% reduction in logistics costs, a 35% decrease in inventory levels, a 65% increase in service levels.”

It’s being implemented across retail, healthcare, and industries where a global footprint with capability centres needs to be managed and brought up to speed.

**Where is AI making a real cut?**

Today, AI-first or AI-led is not something that is loosely used to drive attention. When you look at real-world examples, it’s clear that GCCs are using AI in ways that are genuinely changing how businesses work every day. Here are a few on-ground areas where it’s making an impact:

**Raising the bar for customer support**

As stated by [PWC](https://www.pwc.in/research-and-insights-hub/from-growth-catalyst-to-growth-engine-evolution-of-gccs-in-the-retail-and-consumer-space-in-india.html), “A customer-centric approach utilising data analytics can only be adopted by cultivating an innovation mindset. That is key when exploring new channels to strengthen outreach and address distinct customer needs and expectations at scale.” Like, for instance, Chatbots are becoming increasingly popular in the FinTech world, enabling organizations to track and improvise service. GCCs take on these ideas in real time and ensure alignment with the larger business objectives.

**Reimagining hiring, the smart way**  
GCCs are using AI to speed up hiring. From scanning resumes to scheduling interviews and even predicting who might leave the company, these tools are helping teams make faster, more informed decisions. The underlying purpose is to bring efficiency, pull down the costs, and ensure quality outcomes for the business.

**Mitigating risk and ensuring compliance**  
For companies working in highly regulated spaces, AI is helping scan through tons of documents, flag anything that looks off, and make sure everything stays compliant. It’s like having a smart assistant keeping watch in the background for you to tick the right boxes.

**Level up in product innovation**Some tech-savvy GCCs are using AI to experiment with new features, tailored customer experiences, and roll out products faster. It’s helping them stay ahead of the curve and respond quickly to what users actually want. Experimenting with the data received through analytics and implementing it for actual innovation is a key strength of AI that cannot be overlooked.

**Why GCCs are built for an AI-first future?**

GCCs are in a great position to lead the AI-first shift. They’re closely connected to the business, have access to the right data, and are staffed with teams who really understand how things work on the ground. That makes them well equipped to build solutions that actually solve real problems, not just tick boxes.

And as they are involved in day-to-day operations, they are not experimenting with AI in isolation. They’re applying it in real-time, in real situations to resolve issues and find solutions. It’s about improving how decisions are made, how work gets done, and how value is delivered across the board.

Turning AI into impact is probably one of the biggest mandates that GCCs have today. Forrester states, “In our view, four major forces will shape the trajectory of the services industry this year. GenAI will lead the charge, but it won’t stand alone. Providers will need to help clients consolidate and scale their core tech stack, forge the right ecosystem partnerships and alliances to enable that transformation, and navigate a new, nonlinear relationship between talent and revenue — a shift that challenges long-held operating assumptions.”

Looking to set up or scale your GCC in India? Let Enablr handle the heavy lifting. From market access and compliance to talent and tech, we’ve got you covered every step of the way. Reach out today to launch, operate, and grow your business with speed, certainty, and local expertise.