Building Smarter Enterprises with Generative AI-Driven Knowledge Systems

Faster growth, increased revenue generation, and staying cost-competitive for enterprises begins with breaking team and knowledge silos.
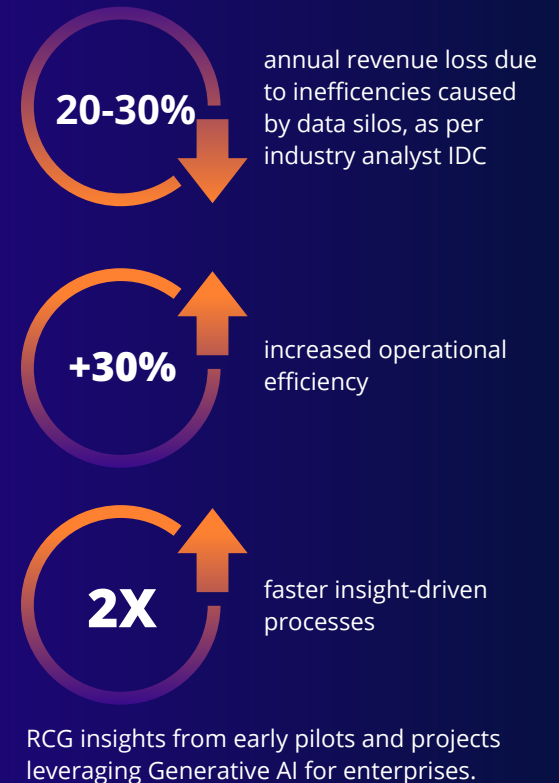
Generative AI can help

the opportunity...

...for better collaborations and informed decision-making

Your teams need insights and information to make more impactful and successful decisions to service customers and day-to-day enterprise operations. However, enterprises find this challenging with growth, business complexity, as well as organizational and technology structures. For example, insurance companies handling higher volumes of complex processes like specialty claims and underwriting, require people and technology to make informed decisions. Similarly, banks must orchestrate across teams, functions, and even organizations when answering customer service requests for a broad set of products or offerings. In general, enterprises struggle to leverage even basic knowledge, from how customer issues are addressed and technology support tickets resolved, among several others.

Knowledge management has been a cliché term with inconsistent processes and conflicting priorities derailing several well-intended initiatives. While there have been many tools in the market to enable seamless knowledge sharing, recent developments in data and technology now prompts a new question: **Can Generative AI drive a collaborative and knowledge-driven enterprise?**

20-30% annual revenue loss due to inefficiencies caused by data silos, as per industry analyst IDC

+30% increased operational efficiency

2X faster insight-driven processes

RCG insights from early pilots and projects leveraging Generative AI for enterprises.

the potential...

...of Generative AI in unlocking knowledge in your enterprise

Up to 15% Revenue Uplift [1]
Sale and customer services teams can spend more time selling and addressing customer issues rather than navigating the enterprise information silos.

Decision Making 2.0 [2]
Business leaders, risk underwriters, operations managers, relationship managers, etc, can get to the right insights faster and able to take informed actions.

40% Team Performance Boost [3]
Generative AI-fuelled knowledge management can help your teams navigate the organization easily and make their work smarter and more productive.

the urgency...

...why prioritize knowledge systems for Generative AI adoption

Inefficient knowledge sharing costs large US businesses an average of $47 million in lost productivity annually. US workers spend 5.3 hours weekly waiting for information or duplicating efforts, leading to delays, inefficiency, and lost revenue opportunities. [4]

We are optimizing the means of knowledge transmission

Generative AI-powered enterprise knowledge management can boost worker **efficiency**.
Take, our client for instance; a significant player in international development, operates in over 100 countries, with operations in over 100 countries spanning a diverse range of disciplines and languages. With a legacy of creating impact for more than half a century, managing and leveraging the knowledge gained from this experience is crucial for their ongoing success. We are implementing a GenAI-powered solution to provide their global field workforce easy access to policies and procedures, project insights and decision-making. This works to accelerate turnaround, improve risk management, uncover new areas of value and efficiency, and simplify their teams' complex work.

Generative AI-enabled tools for decision-makers and knowledge workers can enable enterprise **growth**.
In our experience with diverse clients, we've observed that enterprises are convinced of AI's potential benefits. However, their main concern lies in their preparedness and the overall development of the AI landscape. Additionally, they are attentive to the evolving regulatory environment, which is becoming more accommodating to AI advancements, particularly in how businesses may handle customer data and deploy Generative AI to enhance their services

Companies delaying the adoption of Generative AI will fall behind competitors. Many firms are starting with non-sensitive data, such as product documentation, and regulatory content, to refine the technology and add value to their primary operations. This strategy allows businesses to harness Generative AI's potential while managing risks like content accuracy, data privacy, and compliance.

Generative AI-enabled enterprise knowledge will get **immediate value** to core business operations, and **mature capabilities** as the ecosystem evolves.
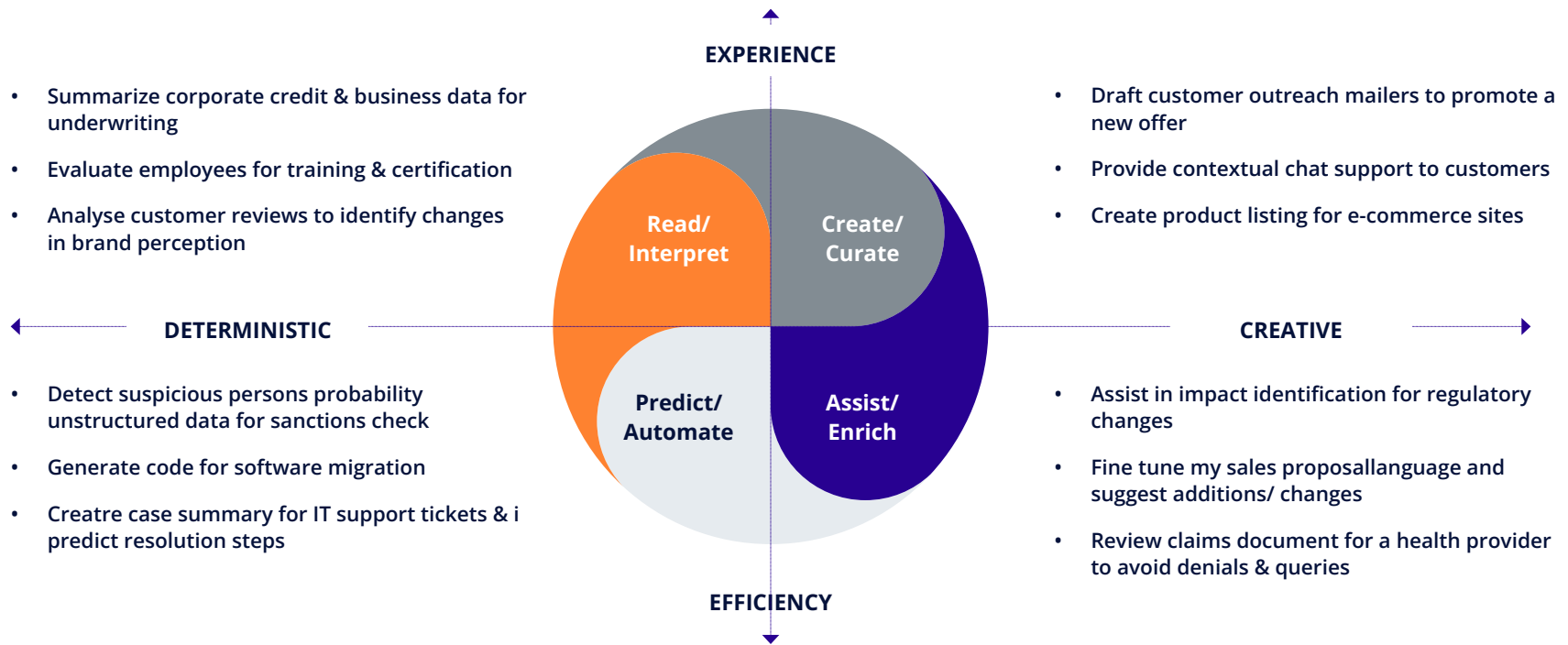
the application...

...Generative AI-powered knowledge management can enable various use cases for your business context and objectives

A quick query on ChatGPT can deliver hundreds of use cases to your industry. However, it's important to weigh them against business priorities, the value you want, and compliance requirements. Below is an indicative list of use cases across industries that can be enabled by Generative AI knowledge management.

Industry	Use Case	Potential Value
Insurance	Regulatory Compliance	Adapt to changing regulations
	Claims Management	Efficiency and accuracy in claims processing
	Policy Lifecycle	Automate policy management tasks
Banking	Risk Management	Improves prediction & management of risks
	Compliance Monitoring	Automate tracking of compliance
	Transaction Anomaly	Identify & investigate unusual transactions
Travel & Hospitality	Resource Optimization	Optimize assets & reduce operational costs
	Maintenance Scheduling	Predict and schedule maintenance
Consumer Goods	Supply Chain Forecasting	Improve demand forecasting and inventory
	Customer Services	Streamline services & issue resolution
Healthcare	Medical Record Management	Information processing & recording
	Patient Safety Assurance	Adherence & adverse reaction management

While every enterprise needs to apply their business context, here is a visual guide to use-case selection and prioritization.

- Summarize corporate credit & business data for underwriting
- Evaluate employees for training & certification
- Analyse customer reviews to identify changes in brand perception

- Detect suspicious persons probability unstructured data for sanctions check
- Generate code for software migration
- Creatre case summary for IT support tickets & i predict resolution steps

EXPERIENCE

Read/ Interpret

Create/ Curate

DETERMINISTIC

CREATIVE

Predict/ Automate

Assist/ Enrich

EFFICIENCY

- Draft customer outreach mailers to promote a new offer
- Provide contextual chat support to customers
- Create product listing for e-commerce sites

- Assist in impact identification for regulatory changes
- Fine tune my sales proposallanguage and suggest additions/ changes
- Review claims document for a health provider to avoid denials & queries

the principles...

...5 point checklist for enterprise decision-makers

1. **Ensure alignment with enterprise goals, market positioning and readiness**

2. **Focus on business objectives and deliver sustained value**

3. **Build for evergreen compliance, particularly in regulated industries**

4. **Responsible AI-by-design (enforce thinking from Day 1)**

5. **Lastly, start now. Engage. Learn. Adapt.**

the technology...

...prioritize investments in a rapidly evolving landscape

A 2024 report showed that there are currently **70,000 AI tools and companies** across the globe.[5] As an enterprise decision-maker, picking the right stack required for your organization can be overwhelming. To enable clarity in decision-making, we recommend categorizing this into two segments:

Value realization stack: Use cases, CX/UX, outcomes

Value delivery stack: Tech stack, integrations, LLM models, security

Consumption Layer	Web/mobile apps	Workflows	Chat/voice/mail..	**VALUE REALIZATION**
	Software tools	APIs/Hardware	AR/R/Consoles	
Use Cases	Read/ Interpret	Predict/ Automate	Create/ Curate	Assist/ Enrich
Enterprise Adoption	Prompt engineering			
	Few shot learning	On your data	Fine tuning	
Genai Capabilities	Skills: Language, Visual, Auditory, etc			**VALUE DELIVERY**
Starting Point	**Foundation models** base for multi-use systems			
Behind The Models	**Foundational training** Use of unlabeled data to create foundation models allows for extensive training			

As enterprises look for appropriate and most valuable use cases to experiment and scale, we recommend prioritization based on end outcomes, such as efficiency vs experience improvement. It is also important to select the right use of Generative AI based on the nature of delivery, e.g., whether accuracy or fluency/creativity is more critical to the process. This helps you focus on **value realization** first.

A new stack of developer tools and low-code capabilities is rapidly evolving that will simplify and accelerate AI adoption. These are being packaged by leading cloud platforms, so data providers and enterprises should focus on consumption rather than experimentation. Collectively, this **value delivery** stack is something you should buy rather than build.

Invest in readiness, commit to R&D innovation, upskill teams, and build capability.

your partner...

...RCG can help in your Generative AI roadmap

In our discussions with business and tech leaders, we've observed that Generative AI's potential impact on businesses is widely acknowledged. Yet, crafting a comprehensive strategy that considers short-term goals, long-term vision, cost-benefit analysis, and enterprise limitations can be overwhelming. The rapidly changing tech landscape adds to the challenge, leaving leaders uncertain about AI investments and the best approach for their specific context.

RCG has been helping clients navigate this wave and advising clients on how to unlock the knowledge potential of Generative AI. Our framework addresses three key questions:

| How do you adopt Generative AI in a responsible and sustainable way? | How do you balance the opportunities and risks that it entails? | How do you measure and communicate its value and impact? |

We believe in meeting clients where you are and adapting to your evolving needs:

|	
AI Strategy & Use-Case Identification	Align AI with business goals, identify feasible generative AI use cases and measure ROI.
Customized Generative AI Solutions	Customized solutions with high-quality delivery. Leverage our AI lab for rapid innovation.
Technology & Infrastructure	Set up platforms and tools. Establish ethical standards and team readiness for AI adoption.
End-to-End Support	Ideation to maintenance, integrating AI solutions with existing systems in outcome-based model
Continuous Improvement	Monitoring AI solution performance, enhancements, and updating with evolving tech.

RCG difference
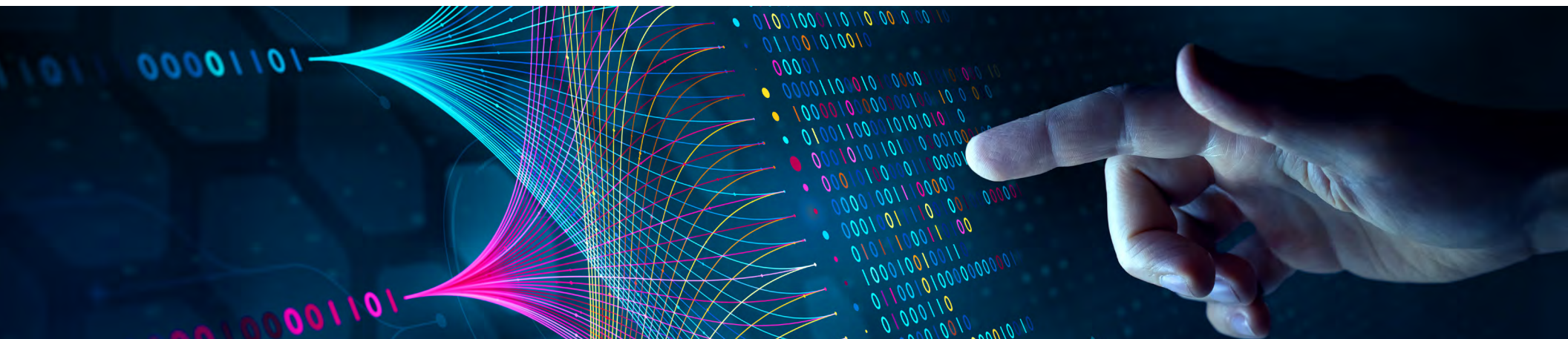
Generative AI framework + roadmap to enable adoption

Ever since OpenAI made its models generally available, there has been a rush among technology providers to tap the enterprise opportunity. Contrary to many hard-selling players, RCG's unique approach is building core capabilities and helping clients navigate this change rather than get distracted by technology buzz. We emphasize quick experimentation and pragmatic adoption. This is why many clients have entrusted us to kick off their Generative AI journey.

Here is a quick look into our framework to develop a focused enterpise adoption roadmap:
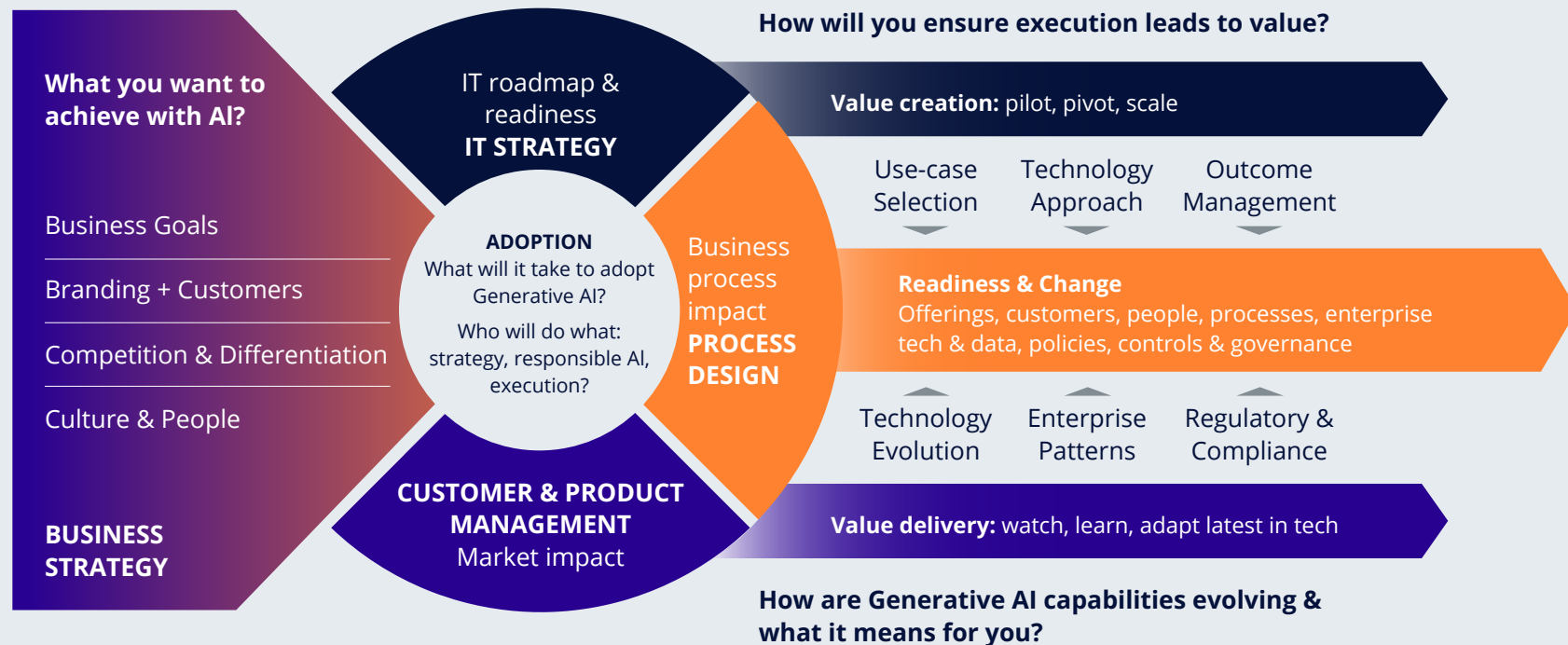
RCG framework covers five aspects: business strategy, adoption, value, market, and readiness. We believe it can help transform your business by enabling new products, services, and experiences, that can delight your customers, boost your efficiency, spark your innovation, and cut your costs.