

Case Study: Role of Generative AI (GenAI) in Business Analysis

1. Business Context

FinTechCorp is a mid-sized financial services company aiming to improve customer experience and operational efficiency. They have a large volume of customer feedback, transaction data, and service logs. The business analysis team is exploring how GenAI can be integrated into their workflow to automate insights, improve stakeholder communication, and support strategic planning.

2. Problem Statement

The company struggles with manual data analysis, delayed reporting, and inconsistent requirement documentation. They want to leverage GenAI to automate requirement gathering, generate insights from customer feedback, and improve stakeholder communication.

3. Sample Data Snapshot

- 10,000+ customer feedback entries
- 5 departments: Loans, Credit Cards, Insurance, Investments, Support
- Feedback themes: delayed response, lack of personalization, unclear communication
- Existing KPIs: NPS score, SLA compliance, resolution time

4. Tasks for Students

- a) Use GenAI to summarize customer feedback and identify top pain points.
- b) Generate a Business Requirements Document (BRD) using GenAI based on the problem statement.
- c) Suggest process improvements using GenAI capabilities.
- d) Create user stories and acceptance criteria.
- e) Draft a stakeholder communication summary using GenAI.

5. Evaluation Criteria

- Clarity and completeness of BRD
- Relevance and feasibility of process improvements
- Accuracy of insights generated from feedback
- Quality of stakeholder communication summary
- Creativity in using GenAI prompts

6. Sample Solution

BRD Summary:

- Functional Requirements: Automated feedback analysis, personalized recommendations, GenAI-powered chatbot.
- Non-Functional Requirements: High availability, data privacy compliance, scalable architecture.

User Stories:

- As a customer, I want personalized product suggestions based on my history.
- As a support agent, I want GenAI to summarize complaints for faster resolution.

Insights:

- 60% feedback mentions delayed support.
- 35% request personalized services.

Process Improvements:

- Implement GenAI chatbot for 24/7 support.
- Use GenAI to auto-generate weekly feedback reports.

Stakeholder Summary:

- Customers: Faster support, personalized experience.
- Management: Improved retention, reduced costs.
- IT: Scalable GenAI integration.
- Compliance: GDPR and financial regulations adhered.