



Generative AI: Where it is heading

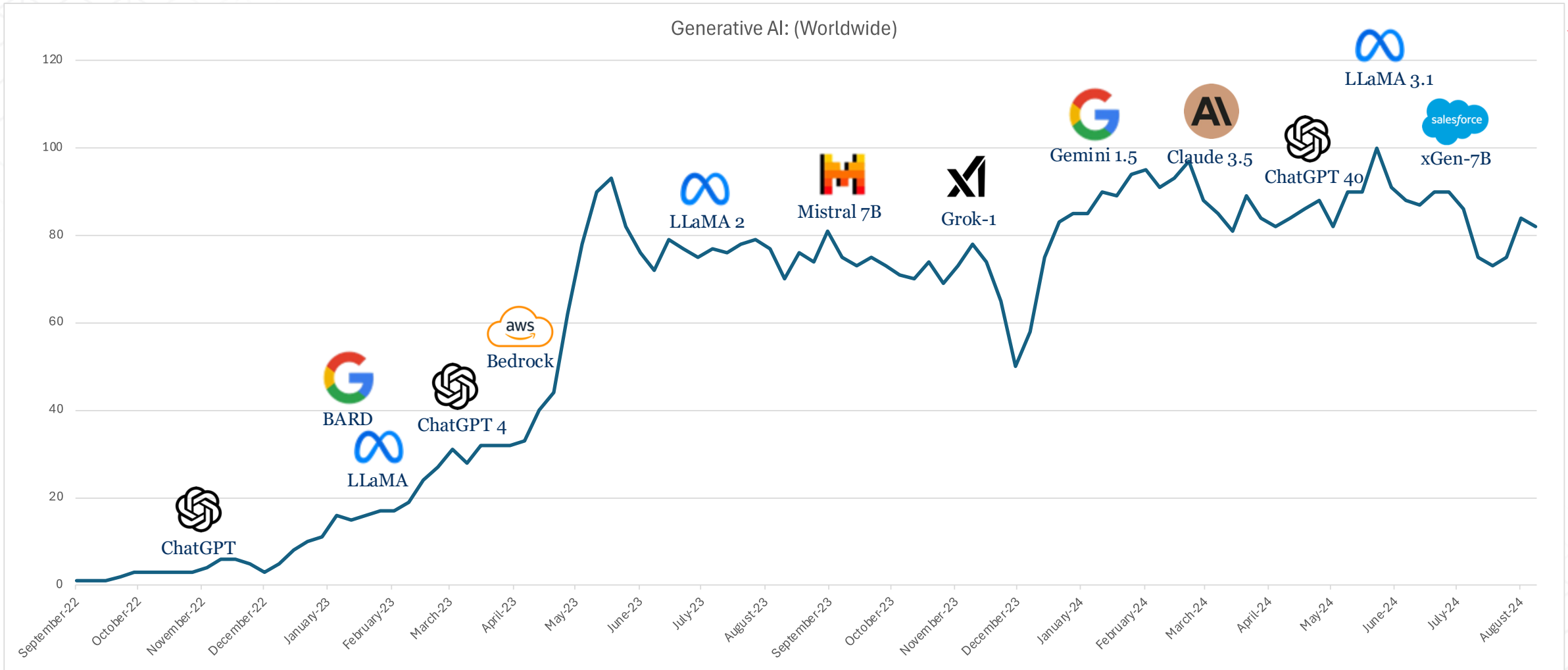
Rohit Sinha

Global Leader of Cloud Services

Email: Rohit.Sinha@Genpact.com

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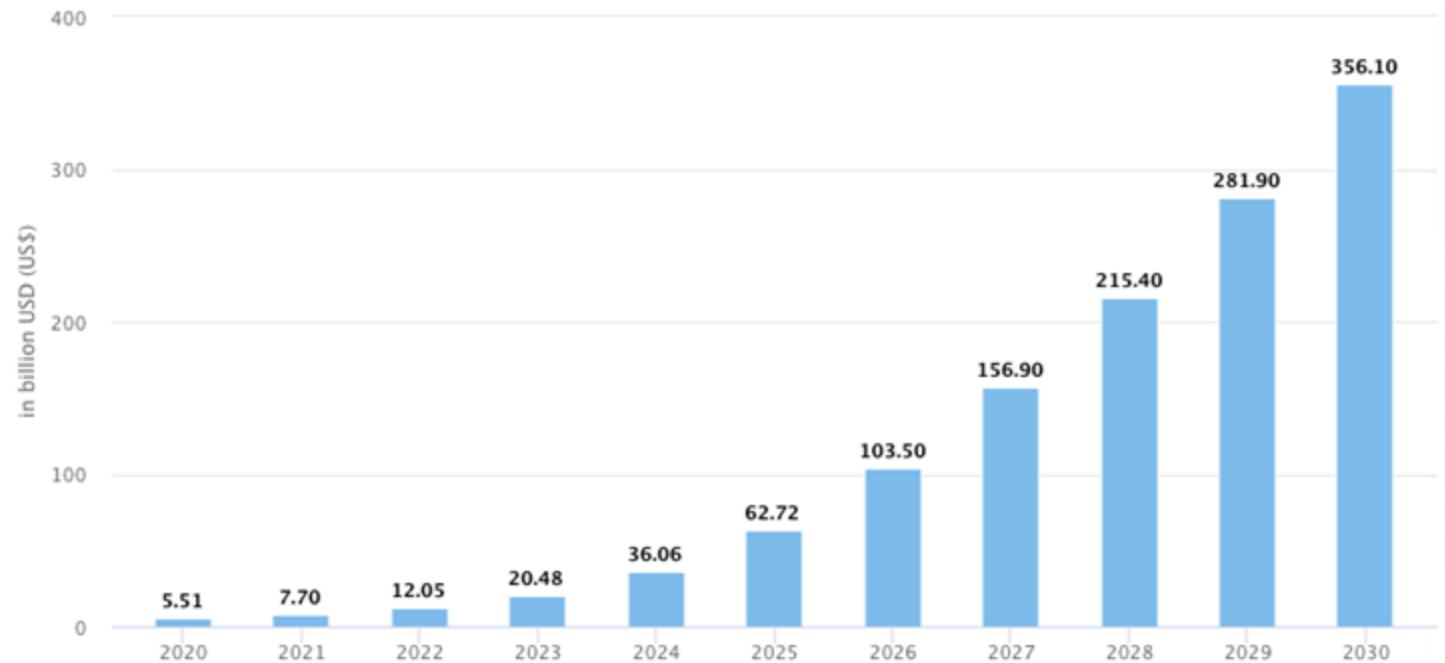
Generative AI – Search Trend and LLM releases



Source Google Search Trend

Generative AI – Market Size

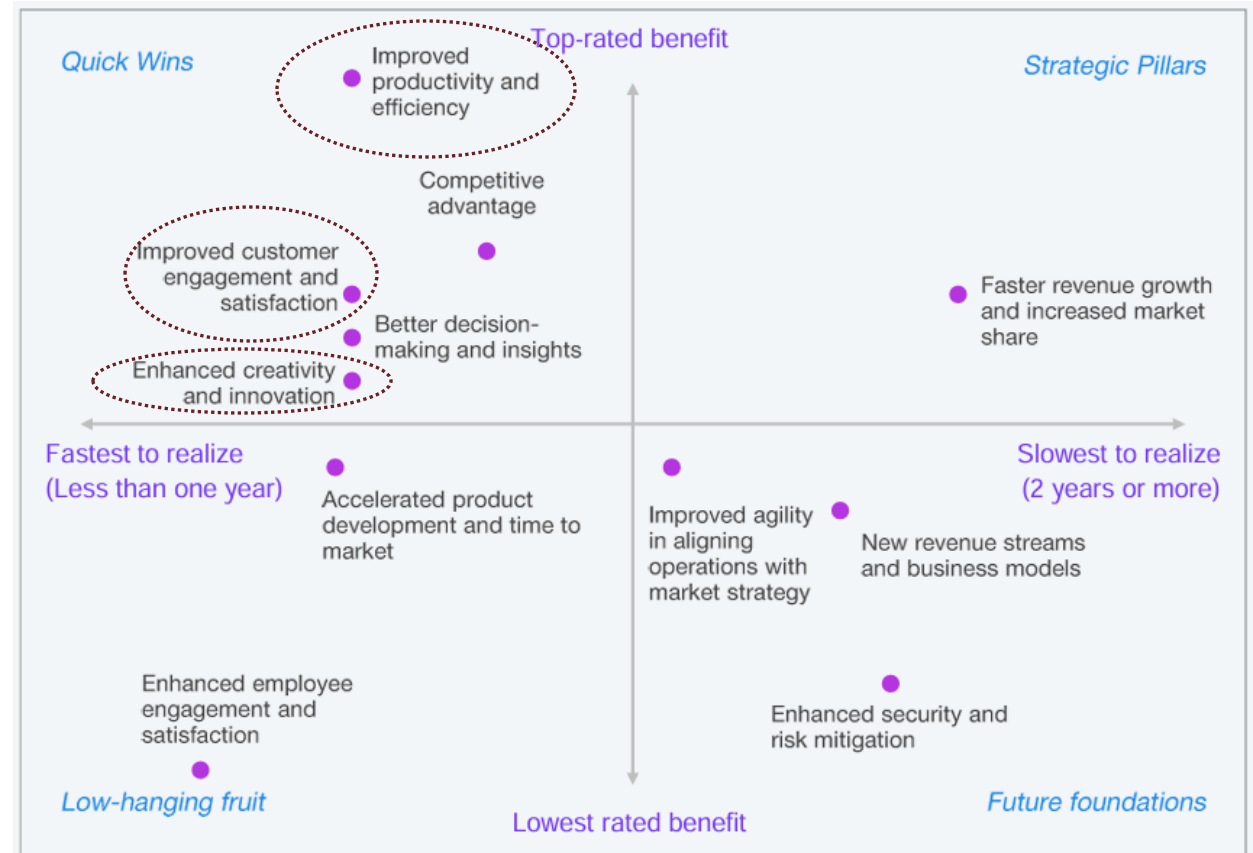
- The market size in the Generative AI market is projected to reach US\$36.06bn in 2024.
- The market size is expected to show an annual growth rate (CAGR 2024-2030) of 46.47%, resulting in a market volume of US\$356.10bn by 2030.
- In global comparison, the largest market size will be in the United States (US\$11.66bn in 2024). One-third of the global market.



Source: Statista

Generative AI – Value

- Genpact and HFS carried out a survey with 550 executives
- Respondents expect to realize most of the benefits on average within two years
- Some of the quick wins are
 - Improved customer engagement: We will see few use-cases
 - Enhanced creativity and innovation: We will discuss few use-cases ranging from marketing to product R&D
 - Improved productivity & efficiency: We will software development life-cycle (SDLC) use-cases



Sample: 550 executives

Source: [HFS Research in collaboration with Genpact, 2024](#)

Q. Select the top 3 business benefits of using GenAI in your enterprise

Q. For the chosen business benefits of GenAI, by when do you anticipate realizing the full benefits?

Improved customer engagement

Customer

- Personalized service and recommendations
- Creates a consistent interaction across communication channel
- Improved chatbot interaction, reducing number of calls routed to live agents
- Faster issue resolution (Average handling time improvement)
- Increase in first time resolution



Agent

- Provides context of customer's past interaction, helps with personalized response
- Not just sentiment prediction but mood production
- Multilingual support for text interaction
- Multilingual support for voice interaction (ChatGPT 4o)
- Next best action and suggestions on live call
- Automating during call and post call actions

Enhanced creativity and innovation

1 Video & Images

- Using simple story board as base to produce production quality video
- Using existing video to generate product video
- Using simple sketch to create production grade image (ads or web content)
- Save effort to re-shoot by editing videos / images

3 Creative Writing

- Large Language Models (LLMs) like GPT-3 can generate coherent and contextually relevant text, making them valuable tools for writers and content creators. These models can assist in writing stories, scripts, and even poetry.



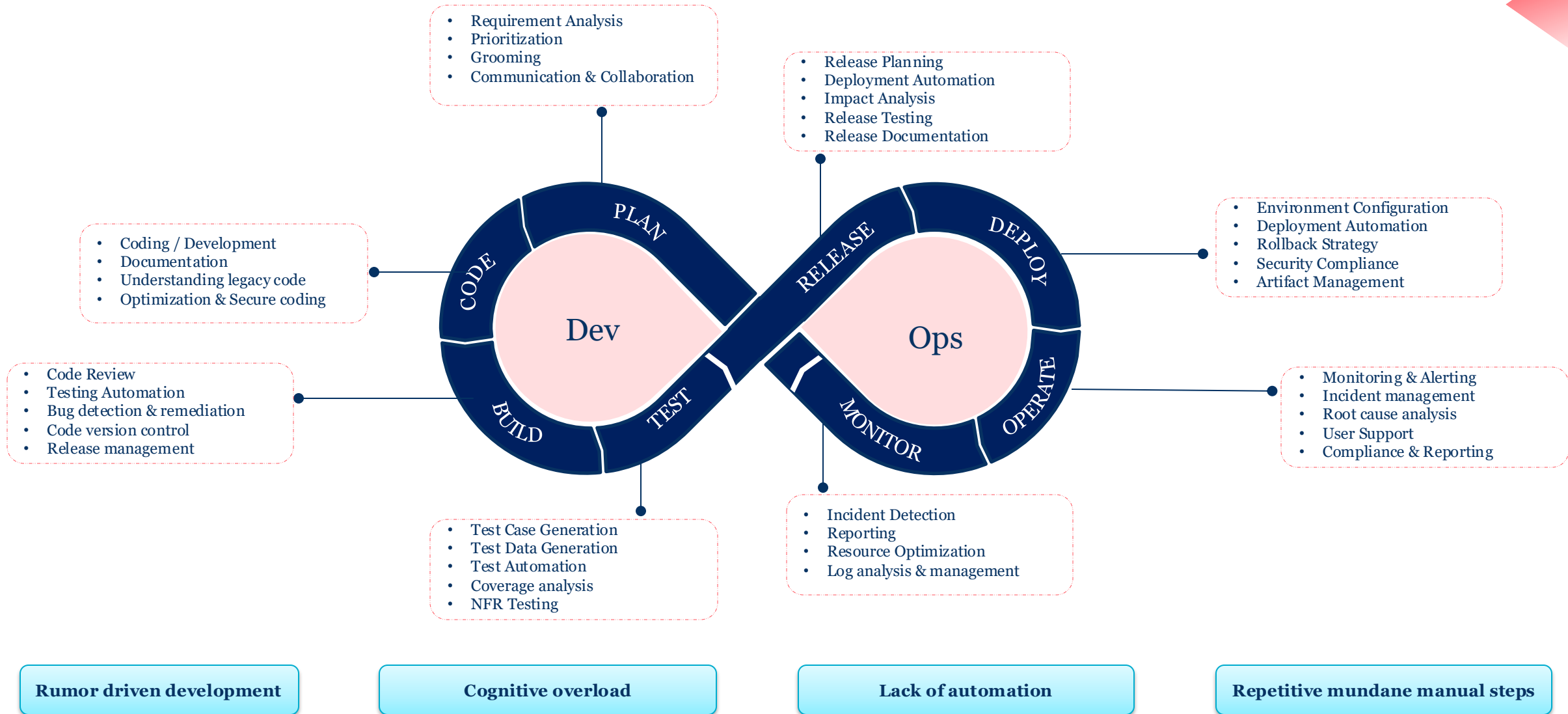
2 Music

- Generative AI can compose original music by learning from existing compositions. Models like OpenAI's MuseNet can generate music in various styles and genres, offering new tools for musicians and composers.

4 Product Design and Prototyping

- Generative AI can assist in designing new products by generating multiple design options based on specific criteria. This capability is particularly useful in industries like fashion, automotive, and consumer electronics.

Factors driving the Software Engineering cost



GenAI and automation presents an opportunity to drive competitive differentiation across the SDLC process by



This can generate up to 40% cost savings in software engineering

Backlog

- Reduces 30-40% effort by
 - Auto generated business requirement documents
 - Creation of user stories their and integration into downstream systems

System Design

- Reduces 20-30% effort by
 - Automated documentation
 - Design validation and optimization
 - Infra design

Maintain

- Reduces 40-50% effort by
 - Automated bug triage and self-heal
 - Code refactoring assistance
 - Documentation and SOP generation and update
 - Security and compliance updates

Build and Deploy

- Reduces 40-80% effort by
 - Automated code and script generation
 - Code analysis and review
 - Tech debt mitigation
 - Generation of boiler plate code

Release

- Reduces 30-40% effort by
 - Assistance in CI/CD automation and script generation
 - Infra manifest automation
 - Release note creation and communication
 - Deployment verification

QA

- Reduces 40-60% effort by
 - Automated test case creation
 - Synthetic test data generation
 - Test result analysis
 - Test scenario exploration

**Cora
CodeGenY**

Thank You