



Making generative AI work for your business

A closer look at how investing in your people will help you navigate the new world of gen AI.

Our partnership

Generative AI (gen AI) has opened the possibilities of how businesses work across so many industries. Retailers have become more flexible, manufacturers more efficient and banks more innovative.

Many companies have spent the past year experimenting with gen AI to see what's possible and how far they can push it. We're now moving into a new era of actually using it – to take things up a notch and see how gen AI will play a part in everyday working life.

To better support businesses, the Cognizant and Microsoft partnership offers fully-fledged frameworks to help get things done – from getting small pilot projects off the ground to embedding larger, full-scale systems.

Together, we've built frameworks and solutions to ensure that businesses like yours get the most out of gen AI. And make certain that it's a useful tool, not a novelty piece of software.

The numbers are in...

Cognizant's research shows that gen AI could deliver more than \$1 trillion in year-on-year growth by 2032. But while that's an impressive figure, we found it also has the potential to disrupt up to 90% of jobs as we currently know them.

This is the potential power of gen AI and the possible shift in how we will work in the future. While it might not completely replace a lot of jobs, it may very well change them into something we don't recognise today.

So how can business leaders like you navigate this upcoming disruption? How can you make the most of this new tech and fully realise its potential without harming jobs?

Through the Cognizant and Microsoft partnership you'll have expert guidance and tech at your fingertips.



“Generative AI provides completely new capabilities to automate and augment knowledge work. It is going to turbo-charge tasks that require creativity and expertise. Such as design, engineering and quality assurance.”

Pramod Bijani

Head of Digital Experience and Digital Engineering Delivery, Cognizant

Gen AI in action

The possibilities for gen AI can seem endless.

From fashion and healthcare, to automotive and hospitality; so many businesses have so many opportunities to strengthen specific areas of their workforce.

So where do we think you can go with gen AI? How does it influence roles within a business?



Expert advice

Get additional support and a second opinion in an instant, or easily find someone with the exact credentials you need.



Software development

Update and deploy more software solutions faster.



Market and competitor insights

Read and evaluate thousands of business and market data in an instant.

Gen AI can offer faster insights to help you get started in more strategic decision-making.



Employee engagement

Create more personalised experiences when recruiting, onboarding and developing employees.



Marketing and sales

Enhance go-to-market plans and generate more ideas faster to increase sales.





Helping Cognizant employees unleash their creativity

As part of Bluebolt, our international innovation programme, we've introduced our latest gen AI tool called Innovation Assistant.

It supports our people when trying to figure out how to solve client challenges like keeping costs down, bringing tech to modern day standards and reducing carbon footprints.

The Innovation Assistant was created with the help of Microsoft's Azure OpenAI Service and allows our people to hit the ground running.

It comes up with potential starter ideas and solutions which our people can then use to build on. All while making sure that sensitive client information is kept safe and secure.



“Microsoft is committed to serving as the copilot on the journey toward unstoppable progress in digital transformation with AI. Our collaboration with Cognizant offers robust frameworks that empower businesses in the modern landscape. Built on Microsoft Azure OpenAI Service, Cognizant’s platform is a force multiplier that aims to enable customers to gain access to insights from enterprise data and stay ahead in the ever-evolving digital landscape. Together we’ve developed solutions to ensure generative AI is a powerful driver for growth, unlocking the potential for individuals and teams.”

Puneet Chandok
President, Microsoft India & South Asia

A closer look

Our gen AI capabilities aren't just for hypothetical scenarios. Organisations and businesses across a variety of industries and specialisms have been able to boost their work with help from Cognizant and Microsoft.



A national healthcare agency and the virtual AI healthcare assistant that diagnoses symptoms with 98% accuracy

Providing non-emergency medical advice and help to patients over the phone can make all the difference. Especially to those who can't visit their doctor or are in remote locations.

This national healthcare agency turned to Cognizant's global AI and Analytics team to enable them to harness the potential of gen AI.

Cognizant were able to design a virtual AI clinician to assist healthcare providers in making more informed decisions.

With the ability to diagnose and treat over 900 common symptoms, this solution alleviated some of the pressure of healthcare call centres and allowed medical staff more time to focus on complex medical concerns.



Global pharmaceutical company building the future of intelligent automation

To successfully look after its customers' health, this pharma company needs to be at the cutting edge of an ever-changing healthcare environment. With the help of Microsoft AI tools, this company has empowered its employees to learn new skills. And given them the freedom to focus on more engaging work, rather than admin and other background essentials.

One project the company recently developed with our help was its new chatbot toolkit. Designed to support specific customer and team requests, this system has given employees the ability to build their own chatbots that are focussed on specialist areas, such as processing returns and answering questions about different products. As well as checking the status of change requests and changing orders in ERP systems.



Telecommunications company improves operations and employee experiences with Microsoft Azure and AI technologies

Keeping friends, family and colleagues connected is vital to what this multinational telecommunications company does.

To ensure that can continue, this organisation wanted to see how it could automate some business processes, such as critical IT tasks and employee resource requests.

Working with Microsoft's Azure OpenAI Service, it began looking at how it could provide solutions that would increase efficiency, improve work life and reduce costs.

This freed up employees' time to help customers, rather than searching for relevant information.

Watch the video below to find out more.



Let's talk

The time has come to move from finding out what gen AI is, to making sure that you have a plan to use it. If not, you can bet that your competitors will.

It's a big step. So having a reliable partnership by your side makes the start of the journey that much more manageable.

Our expertise, methodologies and tech infrastructure allow us to easily support your business in developing comprehensive strategies.

Cognizant and Microsoft work together to build up the skills, knowledge and processes that your business needs to move ideas into reality.

And use responsible AI to create accountable outcomes that follow our four key principles.

1

Taking care of your people

Roll out strategic reskilling programmes at a pace and scale never seen before.

2

Innovate or stagnate

Plan for how you'll operate and create value in a decade's time.

3

Building confidence with transparency

Show how AI outcomes will responsibly serve the broader goals of business and society.

4

Putting AI gains to good use

The wealth generated from AI needs to benefit the workforce and the world.

If you're thinking about introducing elements of AI into your business, or just want to talk through possibilities, get in touch with us on Generative_AI@cognizant.com.