AI in Mobile
The Possibilities Ahead

Reinventing the Thoroughbred
How Openreach is Driving Customer-centric Digital Transformation to Revolutionise Its Operations

Business Uninterrupted
Balancing Resilience and Growth

Think Beyond Resilience
Thriving in the New Normal
About EdgeVerve

EdgeVerve Systems Limited, a wholly owned subsidiary of Infosys, is a global leader in AI and Automation, assisting clients thrive in their digital transformation journey. Our mission is to create a world where our technology augments human intelligence and creates possibilities for enterprises to thrive. Our comprehensive product portfolio across AI (Infosys Nia), Automation (AssistEdge) and AI enabled Business Applications (TradeEdge, FinXEdge, ProcureEdge) helps businesses develop deeper connections with stakeholders, power continuous innovation and accelerate growth in the digital world. Today EdgeVerve’s products are used by global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities.

Visit us to know how enterprises across the world are thriving with the help of our technology. https://www.edgeverve.com/
Business Uninterrupted

The writing is clearly on the wall; business leaders are counting on more than mere luck. They need to move past the halcyon days and make a serious bid to keep the business uninterrupted, rain or shine. For the first time in history, we have witnessed a pandemic that's disrupted livelihood and economies across the globe. In today’s innovation-focused digital age, scales are tipping in favour of resilient, relentless, and robust enterprises. Business leaders are connecting the dots, showing far greater interest in Automation and AI technologies to keep the ball rolling.

This edition of The Edge Quarterly focuses on how 'Business Uninterrupted' is the game plan of future enterprises as they build new business models, create crisis-intervention strategies, and adapt to the new normal.

The Edge Quarterly was conceived to share practical leadership ideas and best practices with enterprise leaders. We hope that you will like the articles and share ideas, thoughts, and comments. You can also view the online version of the magazine for access to other cutting-edge white papers in addition to blogs on AI and Automation at edgeverve.com/the-edge-quarterly

To feature your enterprise story or transformation journey in our next edition, please write to us at contact@edgeverve.com

The Editorial Team
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The Possibilities Ahead

Professor Anindya Ghose

For more articles on AI and Automation, please visit our website.

References


The extent to which regulators will impose constraints on the mobile economy.

Aside from these, you have isolated pockets of data from media agencies who are transforming them into the large media agencies.

In hindsight, I think there were many pitfalls along the way. It wasn't a smooth journey, but persistence paid off.

The extent to which regulators will impose constraints on the mobile economy.

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Continuing the above perspectives, what are the lucrative business references where there are some leaders, and there are.

What is the true in the mobile economy.

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One of the things that we've learned over time is that at the.

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Reinventing the Thoroughbred

Innovating for Resilience

Managing Director for Service Delivery, Openreach

While the pandemic's lasting effects, and high-quality service to customers. The company's efficiency of engineering DNA means that its core priority is its people's safety, the efforts, and high-quality service to customers. While the pandemic's lasting effects, and high-quality service to customers. The company's efficiency of engineering DNA means that its core priority is its people's safety, the efforts, and high-quality service to customers.

Efficiency of 

With this goal in mind, in partnership with EdgeVerve, we have deployed RPA solutions to add value and productivity.

Automation that suggested to desk agents what should happen next: they could then first deployed the cognitive robot as an assistive after reading free-form notes, and an RPA executing those transactional next steps. To finding or correcting routing on new orders.

Low, we use RPA for classic unattended RPA innovations feature in a wide variety of ways across Openreach processes. With an automated annually productive hours 140,000+

Because the customer or a member of the customer's household shows COVID-19 symptoms. If an engineer needs to visit such a home, they can return the task with a because the customer or a member of the customer's household shows COVID-19 symptoms. If an engineer needs to visit such a home, they can return the task with a

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References

Overcoming the external and destabilizing forces with ease.

While resilience demands investments in transformational technologies and in creating new business models, it requires also a robust strategy. In the present challenging times, this has become all the more important with every sector going on an overdrive to accelerate digital transformation and build systems that can withstand any kind of disruptions.

Before the crisis unfolded, organizations focused sharply on growth and invested mostly in initiatives. The organizations were also able to absorb the debilitating impact of the pandemic swiftly, without incurring huge costs. Those that had a comprehensive resilience strategy have a head start over others who have only begun investing in these transformational trends, and evolving customer expectations.

Over the last 100 years, we have witnessed many major and minor disruptions, and each of them has nudged businesses to look for ways to build resilience. How resilience works to future proof your business?

How resilience works to future proof your business

Let’s look at the three stages that every enterprise goes through from the time a crisis hits to when it recovers and grows.

1. **Recover and respond**

   This phase is the first reaction to the crisis. Organizations must understand the situation better and have strategies to start working on the post-pandemic growth strategy with lessons and learnings from the aftermath. If we consider the current COVID-19 pandemic, it was a revolutionary change. Many organizations stand out because of the way they managed the reaction to the crisis. Employees and stakeholders were talking to each other on real-time insights. This can transform the entire decision-making process of an organization.

2. **Reset and rethink**

   The second phase is generally associated with the period of rapid transformation. Enterprises need to be agile to pivot and reset their strategies to meet the new reality. As a result, many businesses have successfully reset their strategy and are reinventing the way they operate. AI infused in the value chain will help build a cognitive and connected enterprise.

3. **Scale growth**

   The third phase is scaling growth in the ‘new normal’ scenario. Enterprises need to be prepared with strategies and execution plans to leverage the bounce back that’s going to happen. The first movers might have an early advantage over the competition and require businesses to be agile to pivot and adapt quickly. The external environment is changing rapidly and new behaviors are emerging. This is a critical stage since the enterprises armed with advanced technology and systems in place to run a resilient business and reputation, and detrimental for them in both the short and long term. UX and UI can make or break this phase. As we have already discussed before, the change in customer behavior is putting a new emphasis on the back end of the customer relationship.

**Business disruptions in two major dimensions**

Disruptions in the Business World are of two major dimensions: external and internal. Over the years, the business environment has become more dynamic, with increased focus on technology, regulatory compliance, privacy concerns, and customer retention. Disruptions happen in the form of pandemics, war, transformational technology, systemic failures, geopolitical issues, and even as a consequence of wars.

Over the last 100 years, we have witnessed many major and minor disruptions, and each of them is similar to the other disruptions that we have experienced in the past. How does resilience help in reacting to a crisis and growing in the aftermath? If we consider the current COVID-19 pandemic, it has been a revolutionary change. We have emerged stronger and resilient from each of these disruptions. Let’s take a look at the three stages from the time a crisis hit to when it recovers and grows.

Lessons from past disruptions — innovate or perish

In this phase, we always acknowledge the inevitable but not beyond imagination. Disruptions are part of the business and to come out unscathed. How does resilience help in reacting to a crisis and growing in the aftermath? If we consider the current COVID-19 pandemic, it has been a revolutionary change. We have emerged stronger and resilient from each of these disruptions. Let’s take a look at the three stages from the time a crisis hit to when it recovers and grows.

Over the last 100 years, we have witnessed many major and minor disruptions, and each of them is similar to the other disruptions that we have experienced in the past. How does resilience help in reacting to a crisis and growing in the aftermath? If we consider the current COVID-19 pandemic, it has been a revolutionary change. We have emerged stronger and resilient from each of these disruptions. Let’s take a look at the three stages from the time a crisis hit to when it recovers and grows.

**Balancing resilience with growth**

A large part of the solution can be addressed by leveraging technology smartly. This technology continues to evolve fast with higher integration of AI and is one of the most important aspects of building a resilient business.

**AI across value chains**

Supply chain transformation

Supply chain transformation is a holistic process that goes beyond modernizing the back office to improve operational efficiency. The effects of the pandemic have disrupted supply chains across the globe.

AI-enabled supply chain solutions can transform the entire ecosystem. AI can help businesses gain real-time insights. This can transform the entire decision-making process of an organization.

Unlocking intelligence from your enterprise documents

Unstructured data—document text, voice, images, videos—accounts for almost 80% of enterprise data, yet this reservoir of information remains largely untapped. Enterprises need to adopt technologies that can unlock the hidden value from these documents. The potential of AI in natural language processing is immense. Hence, it becomes crucial for an enterprise to have visibility across the demand side of the ecosystem.

**Business Resilience**

Disruption to business is not a new phenomenon. Be it pandemic, war, transformational technology or financial crisis. While some sectors have done well, many others have taken a severe hit. We can see a similar situation around business continuity or unplanned workplace closure.

Business continuity planning

Business continuity planning (BCP) is the process of identifying, assessing, and prioritizing business processes to define strategies to recover or continue these processes in the event of a disruption. BCP is a critical component of an organization’s overall resilience strategy. It involves identifying potential threats to the operation of the business, assessing the impact of each threat, and developing plans to mitigate or recover from these threats.

AI-driven BCP

As organizations navigate uncertain times, AI-driven BCP can provide valuable insights and support. AI can help analyze historical data to identify patterns and trends that may indicate potential threats. It can also help analyze the impact of different scenarios on the business, enabling organizations to make informed decisions about how to best prepare for the future.

**Conclusion**

In conclusion, resilience is key to navigating the uncertain times we are living in. AI and automation can play a crucial role in building resilience by providing real-time insights, automating repetitive tasks, and enabling organizations to adapt quickly to changing conditions. As businesses continue to grapple with the challenges of the COVID-19 pandemic and beyond, the importance of resilience and the role of AI in building it will only grow.
Aligning the strategy with automated solutions

Intelligent automation tools help organizations automate both front- and back-office processes. They enable enterprises to discover their as-is states by mapping digital and human resources to operational tasks and objectives. Through this discovery process, enterprises can identify and prioritize potential tasks or use cases for automation or optimization. Intelligent automation tools also help organizations understand how current processes are executed, enabling a higher degree of precision in monitoring frequency, cost, resources consumed, and activity execution time. They also help enterprises maintain scalability across the human workforce, digital workers, and systems. It can also help address remote working-related security and compliance issues. The cloud can improve the readiness of remote working models in terms of cost, security, and ease of implementation.

Intelligent automation

Intelligent automation tools can help organizations automate both front- and back-office processes. They enable enterprises to discover their as-is states by mapping digital and human resources to operational tasks and objectives. Through this discovery process, enterprises can identify and prioritize potential tasks or use cases for automation or optimization. Intelligent automation tools also help organizations understand how current processes are executed, enabling a higher degree of precision in monitoring frequency, cost, resources consumed, and activity execution time. They also help enterprises maintain scalability across the human workforce, digital workers, and systems. Intelligent automation tools use machine learning, natural language processing, and deep learning technologies to achieve accuracy, precision, and fast execution. They are particularly effective in automating routine and repetitive tasks, enabling enterprises to reduce errors, increase productivity, and improve the customer experience.

Business Uninterrupted: Balancing Resilience and Growth

Strategically aligning your business with automated solutions

Strategically aligning your business with automated solutions can help organizations achieve better business outcomes. Automated solutions can help organizations become more agile, efficient, and effective. They can also help organizations respond to changing market dynamics and competitive pressures. By aligning your business with automated solutions, you can improve your decision-making processes and operational efficiency. Automated solutions can also help organizations maintain a competitive edge by reducing the risk of errors and improving the speed of execution. Additionally, automated solutions can help organizations achieve better business outcomes by reducing the cost of execution, improving the quality of output, and increasing the speed of decision-making. By aligning your business with automated solutions, you can achieve better business outcomes and maintain a competitive edge in today's rapidly changing market.

The need for a holistic automation solution

Organizations are increasingly looking to automate their business processes to improve efficiency, reduce costs, and enhance customer experience. However, automating processes alone is not enough to achieve the desired outcomes. Organizations must also consider the impact of technology on the workforce and the organization's culture. A holistic automation solution takes into account the organization's current state, future goals, and business strategy to ensure that the implementation of automation technologies is aligned with the organization's overall objectives. A holistic automation solution considers the entire lifecycle of automation technologies, from discovery and design to implementation and optimization. A holistic automation solution also considers the impact of technology on the workforce and the organization's culture, ensuring that the implementation of automation technologies is aligned with the organization's overall objectives. A holistic automation solution helps organizations achieve better business outcomes by reducing the cost of execution, improving the quality of output, and increasing the speed of decision-making. Additionally, a holistic automation solution can help organizations maintain a competitive edge by reducing the risk of errors and improving the speed of execution.
Using a combination of Process Discovery and Process Mining innovations

Process Mining and Process Discovery complement each other by capturing the essence of processes and the interactions involved. While Process Discovery assists in identifying hidden automation candidates, Process Mining can help determine the most efficient execution pathways.

Process Discovery

The objective of Process Discovery is to provide a formal representation of enterprise processes. It utilizes user-system interaction data to create process maps, and it helps in identifying opportunities for process optimization through the discovery of process bottlenecks and variations.

Process Mining

Process Mining, on the other hand, focuses on capturing the behavior of a process and analyzing it to understand its efficiency. It helps organizations in creating a robust foundation for automation execution by determining which processes can benefit the most from automation.

Combining Process Discovery and Process Mining

Process Mining and Process Discovery meet the challenges head-on. As an intelligent automaton, their goal is to drive results in the current business situation, not just to bounce back but to ensure success. Therefore, a combination of these techniques can provide a detailed understanding of the business root causes and drive effective transformation.

To conclude, the combination of Process Mining and Process Discovery can help enterprises achieve the desired outcomes and navigate the new normal. In an environment of constant change, these techniques are crucial for driving innovation and staying ahead in the competitive market.
Three days after WHO declared the coronavirus outbreak a public health emergency of international concern, New Zealand began introducing disease prevention measures. With the world in the middle of a global pandemic, the digital transformation barriers of the last 10 years had magically vanished.

However, in reality, the response has also created massive short-term social and economic disruption. New Zealand is lucky to ride a wave of disruption and survive without planning. If you can afford to refuse testing, avoid government contact tracing apps, and even ignore basic hygiene rules, you can be lucky enough to ride a wave of disruption and survive without planning. If you can be lucky enough to ride a wave of disruption and survive without planning, if you can make disaster-resistant organizations appear magically in a flash disappear:

- Discipline and the New Zealand Government, I had been advocating the concept of digitalization, particularly for Māori populations and low-income New Zealanders.

The New Zealand government was not a natural leader in respect of digital transformation. But all I can see is a source of real national pride to say that New Zealand has contained the pandemic.

We need to continue to build on the results we have achieved. We need to plan for the future.

What we have learned

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What we have learned
How organizations typically manage Tail Spend

Money saved is money earned

An Intelligent Procurement Suite is undoubtedly the answer.

1. **Effectiveness and Efficiency**
   - Automating the end-to-end cycle of events – from analysis to execution.
   - One that can automatically process further as per the pre-configured parameters.
   - Enables better ways to manage Tail Spend.

2. **Spend Orchestration**
   - Tail Spend management needs a new perspective to deal with this problem.
   - Tail Spend is determined based on various other strategic parameters that can be pre-configured to help organizations make better decisions.
   - The traditional approach of determining Tail Spend by the procurement organization.
   - The constant evolution of technology and its applicability in addressing specific challenges.
   - To gain visibility into “real tail.” This becomes the basis for Tail Spend analytics, with further insights that lead to opportunities to aggregate demand, rationalize suppliers, and gain visibility into the current Tail Spend.
   - Right after the end of the fiscal period, the Tail Spend problem seems to resurface, calling for time and attention all over again.

3. **Data Management**
   - The data is a record of the past, a snapshot captured by the procurement system. According to the Boston Consulting Group, companies that can manage their Tail Spend are saving an average of 10% on average.
   - Tail Spend represents spending on goods and services that the organization does not have to consolidate.
   - The company has been running many initiatives from the start of the fiscal period, by adding it with external data feeds for enrichment.
   - It must overcome the challenges that John has set out to address. An area that has not been in the spotlight is, ‘what happens after the request is presented to the requestor to help complete it. Most requests that would have otherwise been handled by the procurement team and spot buying desk can thus be skillfully processed further as per the pre-configured parameters.
   - Relevant suggestions fetched from existing data can be automatically processed further as per the pre-configured parameters.

4. **Conversational Interface**
   - It is a record, a snapshot, of the past. It is a picture captured by the procurement system. Right after the end of a fiscal period, the Tail Spend problem seems to resurface, calling for time and attention all over again.
   - Right after the end of a fiscal period, the Tail Spend problem seems to resurface, calling for time and attention all over again.

5. **Investments in the Future**
   - The constant evolution of technology and its applicability in addressing specific challenges.
   - To gain visibility into “real tail.” This becomes the basis for Tail Spend analytics, with further insights that lead to opportunities to aggregate demand, rationalize suppliers, and gain visibility into the current Tail Spend.

6. **Technology Scalability Available**
   - Tail Spend management is a must-have capability for today’s organizations. According to the Boston Consulting Group, companies that can manage their Tail Spend are saving an average of 10% on average.
   - One of the approaches is to leverage more data that is already available within the organization. The traditional approach of determining Tail Spend by the procurement organization.
   - The company has been running many initiatives from the start of the fiscal period, by adding it with external data feeds for enrichment.
   - It must overcome the challenges that John has set out to address. An area that has not been in the spotlight is, ‘what happens after the request is presented to the requestor to help complete it. Most requests that would have otherwise been handled by the procurement team and spot buying desk can thus be skillfully processed further as per the pre-configured parameters.
   - Relevant suggestions fetched from existing data can be automatically processed further as per the pre-configured parameters.

7. **How to Save the Wait**
   - Right after the end of the fiscal period, the Tail Spend problem seems to resurface, calling for time and attention all over again.
   - Right after the end of the fiscal period, the Tail Spend problem seems to resurface, calling for time and attention all over again.

8. **What are the benefits?**
   - Permanent reduction of Tail Spend with better governance.
   - BENEFITS:
   - PERMANENTLY REDUCE TAIL SPEND WITH BETTER GOVERNANCE
   - Efficiency.
   - 11% reduction in the underlying costs with hyper-efficient spend orchestration.
   - 95% of respondents indicated that saving money is a strong priority. The same survey found that consolidating spend is the top priority among Chief Procurement Officers.
   - According to the Boston Consulting Group, companies that can manage their Tail Spend are saving an average of 10% on average.
   - The company has been running many initiatives from the start of the fiscal period, by adding it with external data feeds for enrichment.
   - It must overcome the challenges that John has set out to address. An area that has not been in the spotlight is, ‘what happens after the request is presented to the requestor to help complete it. Most requests that would have otherwise been handled by the procurement team and spot buying desk can thus be skillfully processed further as per the pre-configured parameters.
   - Relevant suggestions fetched from existing data can be automatically processed further as per the pre-configured parameters.

*Reference*

The challenges of unlocking insights from unstructured documents

- Not leveraging insights contained in unstructured documents can impact your process
- It is humanly impossible to extract, process and comprehend insights from unstructured documents due to the sheer volume of documentation that happens on a day to day basis
- It is estimated that around 90% of data within organizations is unstructured, and most of it is locked in documents or images
- Around 70% of organizations still have paper-based processes to achieve the desired outcome without manual intervention. However, these processes are time-consuming, error-prone, and slow down decision making and impact not only the time to market goods and services but also employee productivity

The need is for on-demand, purpose-built document extraction, processing and comprehension platform like Nia DocAI. Nia DocAI structures world’s complex multi-document data, makes it consumption ready to unlock the latent business value.

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The impact on an end-to-end document extraction, processing and comprehension solution can take into account your specific business requirements. Nia DocAI is an end-to-end document extraction, processing and comprehension solution that can take into account your specific business requirements.

While building a solution in-house or hiring consultants, it is expensive and ineffective to solve enterprise document problems. Every business has unique document extraction, processing and comprehension needs. While building a solution in-house or hiring consultants, it is expensive and ineffective to solve enterprise document problems. Every business has unique document extraction, processing and comprehension needs.

Nia DocAI is a purpose-built document extraction, processing and comprehension platform that comprehensively addresses these challenges. Nia DocAI is a purpose-built document extraction, processing and comprehension platform that comprehensively addresses these challenges.

Business Intelligence and Analytics: Nia DocAI can help companies make informed decisions by extracting insights from documents. Nia DocAI can help companies make informed decisions by extracting insights from documents.

Automation: Nia DocAI can automate workflows, reducing the burden of manual work.

Risk Management: Nia DocAI can help companies identify and mitigate risks associated with documents.

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Stay in the know: Do you have the power of right information?

Not all AI for Contract Analysis are created equal

AI can help build contract hierarchy post-execution, which helps in the identification of critical information using natural language queries.

Fig 1. Adoption of contract automation - Source: IACCM 2019 Benchmark Survey

Fig 2. Internal Survey by Infosys

Infosys Nia Contracts Analysis is an AI product to help organizations unlock value locked in their contracts in a comprehensive way. The product is supported by expert Legal AI team that takes bottom line on the output.

Accuracy of Model Output

- Model accuracy: 85%
- Confusion matrix: 90%
- Explainability: 75%

Need for contract automation

- There is a need for greater transparency.
- Automation is required to reduce risk.
- Every business deals with multiple contracts.

Sources:
- https://www.hbr.org/2019/02/what-every-ceo-should-know-about-the-post-covid-economy
The Truth is Here, and It Is Not Kind

The verdict is clear. In the face of COVID-19, enterprises need to prepare and receive disaster recovery. As the scope of the coronavirus COVID-SARS-CoV-2 continues to grow, businesses are being forced to transform their strategies and workforces to mitigate the pandemic's impact. With the unexpected shift to remote work, companies need to reorient their strategies to ensure business continuity.

As much as I talk about the impetus automation and technology can provide, success at this time hinges on a new mindset that focuses on purely quantitative gains. Even in the case of shared services, the "new normal" of the digital workforce means that employees have to become more agile and adaptable, ready to take on challenges both during and in the aftermath of COVID-19.

The Efficacy of a Distributed Global Services Model

In my own experience at ESAB SSC, the changes caused by the pandemic were overwhelming as they drove the single largest migration of people to a work-from-home model. From productivity and business continuity to operational agility, there were challenges on every front. However, either due to technical or access restrictions, many employees were unable to work from home. The verdict is clear. In the face of COVID-19 has made it crucial for enterprises-business-resilience that wasnt-inalienably-has-a-real-chance-to-shine.

The Efficacy of a Distributed Global Services Model

The human-machine hybrid model, where routine tasks are automated, and everyone is a knowledge worker, enables shared services organizations to become intelligent at the core, empowering them with intuition and insight in the face of the unknown. Supported by AI, analytics, and smart learning initiatives, a human-digital twin will transform the mindset that focuses on purely quantitative gains. Even in the case of shared services, the "new normal" of the digital workforce means that employees have to become more agile and adaptable, ready to take on challenges both during and in the aftermath of COVID-19.

Catalyzing the Next Phase of Enterprise Evolution

We need talk about the opportunities shared services can provide on premise, across all workstyles, at all times and in all contexts. With the rapid adoption of automation, work is becoming more distributed, and everyone is a knowledge worker. The ability to respond to emerging risks, build a learning organization, and balance efficiency, effectiveness, support creativity, communication, and empathy with extreme effectiveness is as critical as it is essential, albeit obvious to state that considering such challenges, the human workforce that wasnt-inalienably-has-a-real-chance-to-shine.

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In general, any cycle of engagement has three main goals:

- Understand customers deeply.
- Offer personalized insights.
- Guide customers along the best path of action.

Regardless of the amount of direct and derived data that is available to them, banks can take customer understanding to a whole new level:

- They can gather financial data across banking institutions and relationships to get a complete picture of each customer’s financial status;
- Use situational data such as present location and activity, to understand immediate needs;
- Tap social media activity to learn more about a customer’s peeves and preferences.

While this data was always there, today banks have the algorithms to extract a “customer genome” from structured and unstructured information that they can use to create a digital twin and deliver highly personalized insights of increasing analytical sophistication:

- Descriptive insights in the form of visual inputs and categorization that inform customers about the happenings in their financial lives;
- Diagnostic insights that explain the reasons for the above (for example, you saved less because you spent more on entertainment);
- Predictive insights that present what is likely to happen, such as a cash flow crunch, or potential penalty for tax non-compliance;
- Prescriptive insights that guide customers along a recommended path of action, e.g., balance cash flow, re-balance portfolio, cut discretionary expenses, move surplus money for better returns etc.

Importantly, customers must be able to act on these recommendations without encountering friction; hence banks should look at embedding those actions within the relevant customer journeys – for instance, by including a link to a recommended credit card promotion that pops up at the end of an ecommerce journey; or putting a button offering potential savings and the option to opt out.

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- They can gather financial data across banking institutions and relationships to get a complete picture of each customer’s financial status;
- Use situational data such as present location and activity, to understand immediate needs;
- Tap social media activity to learn more about a customer’s peeves and preferences.

While this data was always there, today banks have the algorithms to extract a “customer genome” from structured and unstructured information that they can use to create a digital twin and deliver highly personalized insights of increasing analytical sophistication:

- Descriptive insights in the form of visual inputs and categorization that inform customers about the happenings in their financial lives;
- Diagnostic insights that explain the reasons for the above (for example, you saved less because you spent more on entertainment);
- Predictive insights that present what is likely to happen, such as a cash flow crunch, or potential penalty for tax non-compliance;
- Prescriptive insights that guide customers along a recommended path of action, e.g., balance cash flow, re-balance portfolio, cut discretionary expenses, move surplus money for better returns etc.

Importantly, customers must be able to act on these recommendations without encountering friction; hence banks should look at embedding those actions within the relevant customer journeys – for instance, by including a link to a recommended credit card promotion that pops up at the end of an ecommerce journey; or putting a button offering potential savings and the option to opt out.

In general, any cycle of engagement has three main goals:

- Understand customers deeply.
- Offer personalized insights.
- Guide customers along the best path of action.

With the amount of direct and derived data that is available to them, banks can take customer understanding to a whole new level:

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First, manage your innovation funnel carefully, inspire ambition, and put your talent to work. Second, acknowledge that you are out of your comfort zone and that every challenge has the potential to become an opportunity for the business to evolve.

...
Certain statements mentioned in this release concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the “safe harbor” under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2018. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company’s filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company unless it is required by law.

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