



## **PROOF OF CONCEPT FOR AZURE OPENAI USE CASES FOR BFS SECTOR (3 WEEK POC)**

AI is transforming BFSI with enhanced customer experiences and operational efficiency. Nous specializes in industry-specific AI solutions, including 24/7 customer service, fraud detection, credit scoring, and investment management. Their Proof of Concept program showcases Azure OpenAI's capabilities to drive efficiency improvements in BFSI processes.

Artificial intelligence (AI) is transforming the banking, financial services, and insurance (BFSI) industry in many ways. AI can help BFSI organizations improve customer experience, enhance operational efficiency, reduce costs, mitigate risks, and generate new insights.

Using a customer-centric approach to providing solutions, Nous has created an extensive set of use cases specific to the BFSI industry. The customers can pick and choose the relevant use cases from those or highlight their specific requirements, and we can demonstrate how AI can create value for them. Below is a snapshot of the top use cases which cut across all the industry players.

### **Customer service**

AI can enable BFSI organizations to provide 24/7 customer service through chatbots, voice assistants, and virtual agents. These AI-powered tools can handle common queries, requests, and complaints and provide personalized recommendations and offers. AI can also help BFSI organizations to segment and target customers based on their preferences, behavior, and needs.

### **Fraud detection and prevention**

AI can help BFS organizations detect and prevent fraud and cyberattacks by analyzing large volumes of data and identifying patterns, anomalies, and threats. AI can also help BFSI organizations comply with regulatory requirements and standards by automating reporting, auditing, and verification processes.

### **Credit scoring and lending**

AI can help BFS organizations assess the creditworthiness and risk profile of borrowers by using alternative data sources, such as social media, online transactions, and behavioral analytics. AI can also help BFS organizations optimize lending decisions, pricing, and terms using predictive models and simulations.

### **Investment and wealth management**

AI can help BFS organizations provide their clients better investment and wealth management services using advanced analytics, natural language processing, and machine learning. AI can help BFS organizations generate market insights, forecast trends, identify opportunities and risks, and create personalized portfolios and strategies.

# PROOF OF CONCEPT PROGRAM AND OUTCOME

As part of this offering, Nous lets the customer choose a use case from our industry-wise use case catalog or a use case specific to a Customer. It creates a POC, demonstrating the implementation of Azure OpenAI and how the same can accelerate a Business Process and bring efficiency improvement.

A typical POC program plan will look like the following:

## Week 1: Define the AI/ML use case and scope the POC

- Work with the customer to understand their business problem, data sources, success criteria, and expected outcomes.
- Identify the relevant Azure openAI services and tools that can be used to address the use case.
- Document the POC scope, objectives, timeline, and roles and responsibilities in a POC charter.

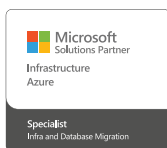
## Week 2: Develop and test the AI/ML solution

- Use the Azure openAI services and tools to build and train the AI/ML models for the use case.
- Integrate the models with the customer's data sources and applications, and test the solution for functionality, performance, and accuracy.
- Document the solution architecture, design, code, and test results in a POC report.

## Week 3: Deploy and evaluate the AI/ML solution

- Deploy the solution to the customer's Azure environment and enable them to use it in their business scenarios.
- Monitor and measure the solution's impact on the customer's key performance indicators (KPIs) and compare them with the success criteria defined in the POC charter.
- Document the deployment steps, evaluation results, lessons learned, and recommendations for next steps in a POC summary.

## Microsoft AI Cloud Partner



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