



"By integrating GenAI into the Now Platform, Hexaware aims to elevate self-service interactions through natural conversational capabilities."

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Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 30,000 employees across 54 offices in 28 countries. In FY23, the company generated \$1.3 billion in revenue, with Financial Services as its largest segment. Hexaware's portfolio showcases significant innovation potential driven by advanced frameworks, strategic partnerships and thought leadership. It pioneers GenAI applications in healthcare and insurance industries, with a proprietary encode-decode framework and reference architecture for scalable AI innovation. It has partnered with technology forums, universities and research centers to drive innovation, shape trends and codevelop practical and ethical AI applications.

Strengths

GenAI and Now Assist use cases: Hexaware's capabilities in developing solutions on the ServiceNow platform are exemplified through its focus on the Build on Now and Build with Now initiatives. By integrating GenAI and Now Assist functionalities, Hexaware enhances the platform's capabilities to deliver intuitive and efficient UX. For instance, integrating GenAI into virtual agents allows for more natural and context-aware interactions, improving user satisfaction and reducing resolution times.

Innovation and custom solutions: Hexaware leverages ServiceNow to drive innovation across various domains, focusing on enhancing CX and operational efficiency and delivering industry-specific solutions. Its Create Lab focuses on developing innovative

solutions using the ServiceNow platform, addressing specific use cases and extending ServiceNow's capabilities. Its RapidXTM suite includes industry-specific applications such as the Underwriter Workbench for insurance sector that integrates various tools and automates data extraction to streamline underwriting processes.

Comprehensive solution suite: Hexaware's state-of-the-art ServiceNow Experience Center and Innovation Lab offer enterprises first-hand experience of a customized solution suite. It provides an environment to demonstrate innovative solutions, drive pilot projects and develop PoC.

Caution

Key benefits of GenAI include clear and direct responses, access to expanded knowledge beyond the organization's knowledge base and efficient conversational design through intuitive drag-and-drop functionality. Hexaware must develop these strategic impact metrics as guidance for GenAI implementations.