



# GEN AI - THE PROMISE OF A NEW BEGINNING

**Abstract:** Generative AI needs no introduction. It represents human ingenuity and technical brilliance at its peak. With the dominative power of Artificial Intelligence, Generative AI is now ready to understand, learn and provide solutions that reduce human effort, involvement, and time. Its multi-faceted uses are already put to the test, with the likes of ChatGPT, and BARD, taking the world by storm! This POV traces the journey, discusses the impact of Gen AI on the support industry, and how enterprises and contact centers can benefit and improve their customer experience quotients with their clients with human-like deeper, trustworthy interactions—more importantly, the need for partnering with the right technology vendor to ensure a seamless transformation journey.

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# 01 Introduction

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GEN AI or Generative AI – this is the one phrase that has caught the world’s attention in such a small period. The rudiments to this technology existed as early as the 1960s when an MIT professor gave the world “Eliza” – the first-ever chatbot which successfully created basic conversations; this proof of concept gave a first-hand view of how we can program machines to converse and what human kind could expect in the future.

The journey to Generative AI is being hailed as the next best thing apart from the personal computer. We are living through exciting times where we can harness technology to learn, understand, and solve problems that we face daily and communicate with us – on a human level. The turnaround itself is humongous, considering the fact of how AI has grown to be able to produce an ecosystem that can build new forms of learning and drive human-like conversations.

## 02 The roadmap to Generative AI

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Since Eliza, there’s been a paradigm shift across technology. Computational devices that grew in scale and accuracy became commonplace. These changes brought a new way of thinking about how machines could interact with humans. Neural networks and machine learning algorithms further improved the scope and application. These technologies helped machines assimilate, understand, and process the data fed through algorithms. Over time, data models were introduced that simplified how engines ingest data. This also made it possible to have different data models for various applications and fine-tune them with great accuracy.

### 02a. Opening up to Generative AI

Improvements and innovations in computational design and hardware accelerated the development of path-breaking innovations like neural networks, machine learning algorithms, natural language models, and large datasets. But it was not until 2014 that the buzz started again. The rapid strides in developing the above technologies helped create GANs or Generative Adversarial Networks that laid down the functional building blocks of Gen AI. Here’s a quick breakdown that traces this transformative technology’s roots.

**GAN (Generative Adversarial Networks)** is a machine learning (ML) model in which two neural networks compete by using deep learning methods to become more accurate in their predictions.

Google

The most formative development that birthed GEN AI is transformers. Generative-pre-trained transformers (GPTs) are a type of large language model development that is spun off from natural language processing. These machine-learning applications are pre-trained on large information datasets to produce human-understandable content through text and images.

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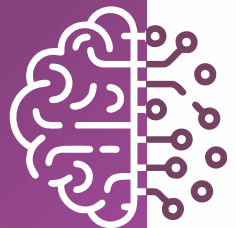
**A dataset is a data collection used to train the model. Over time, training the model with more data returns more accurate results. Normally models are trained with at least billions of parameters for them to make conclusive predictions and arrive at accurate responses.**

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The most striking feature behind this application is that we are looking at a machine capable of starting conversations with humans, understanding and conversing back and forth as humans do. This innate capability gives rise to more focused, customizable discussions, whatever the situation. And that's precisely what tools using Gen AI as the base try to deliver across the business ecosystem – trying to reduce human effort across the domains they are in.

#### IN A NUTSHELL...

**Gen AI or Generative AI represents the artificial intelligence layer that can generate any response to queries through an assortment of content/images/text/ video or audio producing human-like experiences/ interactions that instantly feels at home. To do this Gen AI has algorithms that are trained on trillions of data points made available through large language models (LLMs) – trained over time through machine learning. This capability helps in content generation, with high efficiency creating personalized experiences that are domain specific.**



Gen AI's near-perfect humane responses make it the perfect candidate to be included in any solution needs. The main differentiator that sets Gen AI apart is the accuracy and consistency of output. This was something current tools and solutions till Gen AI could not deliver on a real-world, case-to-case basis. True enough, we've had AI tools, analytic dashboards, and pre-emptive automated workflows, but still, they could not add up to the natural and human-friendly approach built into Gen AI. This focused approach removes ambiguity and friction from conversations and produces straightforward responses that accelerate case closure and higher CX when applied within a support environment.



Let's look at some of the popular tools powered by Gen AI.

S.No.	Category	Tool Name	Known for	Link
1	Content/Copy	Chat GPT	Conversational content, writing skills, free to use	<a href="#">Link</a>
2		Google Bard	Free, Google's product, writing skills (LamDa-based model)	<a href="#">Link</a>
3		ClickUp	Copywriting, summarizing, project management/ collaboration	<a href="#">Link</a>
4		Copy.ai	Data collection, aggregation, content editor, summarization	<a href="#">Link</a>
5		GrammarlyGO	In-built GEN AI feature that uses your own text to improve your writing.	<a href="#">Link</a>
6	Social Media	Lately	AI Content, Video clip generation, podcast generation, transcripts,	<a href="#">Link</a>
7		Jasper	SM posts, email articles, blogs, interactive AI chatbot	<a href="#">Link</a>
8	Images & Pictures	Midjourney	Image creation from text prompts, text-to-image generator	<a href="#">Link</a>
9		Gencraft	text-to-image generator	<a href="#">Link</a>
10	Images & Pictures	DeepAI	text-to-image generator from text prompts	<a href="#">Link</a>
11	Sound and Video	Soundraw	Simple, efficient way to create background tracks with customizations	<a href="#">Link</a>
12	Internet Browser	Microsoft Edge	Built-in AI-powered features to enhance browsing experience—chat, compose, Bing image creator, text prediction, translate, read aloud, and more.	<a href="#">Link</a>
13	Cloud App	Adobe	Experiment, imagine, and create an infinite range of images with Firefly, generative AI-powered content creation from Adobe.	<a href="#">Link</a>
14	Analyst Relations	Humata.AI	Powers Gen AI insights for HFS Research. First in the analyst industry.	<a href="#">Link</a>

## 03 Accelerating biz value of Gen AI adoption

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Gen AI cuts across industries, domains, and various use cases. Customer service and support leaders need to capitalize on this opportunity to extract the maximum value for the contact center. Leaders need to:

- ✦ Conduct an enterprise maturity assessment to see how to integrate generative AI into the current ecosystem.
- ✦ Assess current data and integration requirements.
- ✦ Ascertain top use cases to see early success.
- ✦ Chart a detailed enterprise roadmap involving data integration and technical architecture.

The enterprise-grade generative AI tool stack is comprehensive (1000s of them), and customer service leaders need to stay calm with the enormity of the task.

## 04 Laying the foundation

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Here are some key foundational steps to build a Generative AI roadmap.

1. Define and document a formal enterprise AI policy that covers ethical AI guidelines with audit mechanisms to verify outcomes.
2. Find the proper use cases. Use data analytics from CRM/ITSM systems to narrow down on low-complexity, high-impact use cases. ChatGPT's information-summarization capability can synthesize distributed customer feedback, NPS & CSAT data to provide meaningful insights.
3. Evaluate the "Build" vs. "Buy" decision as it takes a broader team effort to make the journey successful. Given the diversity of technology and growing industry-specific solutions, defining the adoption journey can be daunting. Investing in business differentiation features on top of standard GPT-enabled platforms will be key for proper outcomes. Start using secure GPT-enabled CRM platforms trained on customers' internal data with knowledge curation and contextual training.

4. Strive for accuracy and build trust. Most organizations have data integrity problems; the existing knowledge base needs enrichment and curation before deploying it to train the model. Establish a KM governance framework focusing on selection, enrichment, and training process with apt approval workflows and human validation—Finetune first-draft ChatGPT responses for accuracy in subsequent iterations. Managing the algorithmic dial is critical for accurate outcomes.
5. Define the security governance process with a human-integrated holistic approach. Governance entails architecture, data readiness, model training process, data residency, and authentication techniques. End-to-end encryption, SSO, MFA, ISO & IEC adherence, GDPR & CCPA compliance are table stakes.

The last step is organizational change management. Communicate enterprise adoption plans, create bridging courses, and help employees and partners to align with organizational goals in advance.

## 05 The contact centers of the future

**Gen AI's** ability to rapidly learn unsupervised or semi-supervised has catapulted automation prowess for many industries, including the contact center. Discussions with industry leaders across verticals indicate ~30-70% of customer journey improvements on the **front end** with generative AI and ~10-50% on the **back end** on how it can elevate agent productivity and their experience. Intelligent agent assist and post-contact processing pertain to the back end, where Gen AI solutions assist agents.

By 2025, **30%** of outbound messages from large organizations will be synthetically generated, up from less than 2% in 2022.



### Intelligent Agent Assist

Auto-generate knowledge content and next best actions to elevate agent capability



### Post-Contact Processing

Automate ticket tagging, summarizing the contact, and sending follow-ups



### GenAI Powered Voice of Customer

Gather disparate sources of customer feedback and turn them into structured and concise text



### Generative AI for Conversational AI

Harness the ability of generating human-like responses in a conversational setting



### Self-service Support

Help customers get answers quickly with AI-powered virtual agents and knowledge-base portals

Excerpt 1: Gen AI will transform contact centers.


Here are the benefits:

1. **Undivided attention:** Agents focus only on customers without the need to multitask between applications.
2. **Next Best Actions:** Become intuitive throughout the interaction as AI augments the agent experience. Responses change based on the real-time conversation (Detects influxes in tone, sentiments, and emotions) to make interactions relevant. Do away with the traditional approach of scripts and troubleshooting trees.
3. **Higher proficiency:** Armed with real-time intelligence, agents handle complex cases without long training and onboarding sessions.
4. **Quality interactions:** Top quality support and CX becomes the norm.

Leverage generative AI for self-support, resolving defined contact types, automation, intelligent routing, and intent matching (~50%-70% of all intents).

### Tapping the gig economy

The gig economy provides flexible, scalable, high-quality skilled labor. Gig workers (60%+) are highly likely to upskill themselves to stay relevant in today's market. They are the answer to reducing costs and improving quality. The Movate OnDemand platform offers support via 7000+ gig peer experts, while dedicated 12,000+ full-time agents offer elite support (10-15%) for complex requests requiring deep domain expertise. Cover all bases with generative AI: frontend self-support, expert or select support, gig workforce, and comprehensive automation coverage.

A woman with dark hair, wearing a white long-sleeved shirt and a large blue and white headset, is sitting at a desk and working on a laptop. The background is a dimly lit room with a lamp and some plants.

**Call centers are increasing leveraging gig workforces to achieve unprecedented scalability and flexibility.**

**1 in 5**  
US employees go for gig-based work  
- 40-53% of Millennials and Gen-Z population  
- Upwork

**86.5 Mn**  
People will be working as gig workers in the US by 2027  
- Statista

**20%**  
Increased knowledge retention levels in gig workers - 60% more likely to upskill themselves in comparison to traditional workers  
- Deloitte

**25% more**  
Gig workers can make up to 25% more than their regular wages and still cost cheaper to the companies  
- Upwork

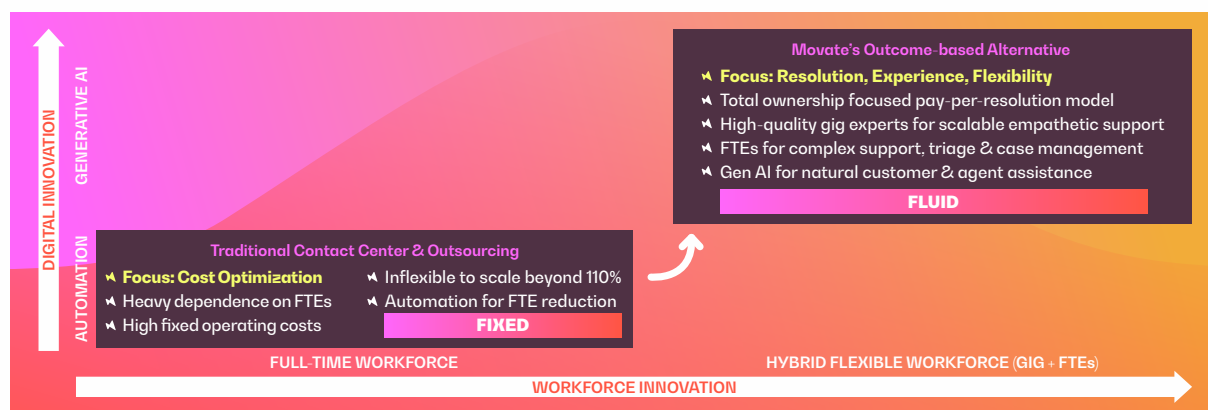
Excerpt 2: The gig workforce.



## Adopting the Blended Model

Combining the traditional BPO expertise with generative AI and a gig workforce unleashes unprecedented scale and flexibility. Flex the operations based on demand fluctuations (especially unforeseen situations) as workforce elasticity is available when needed and unavailable when unnecessary.

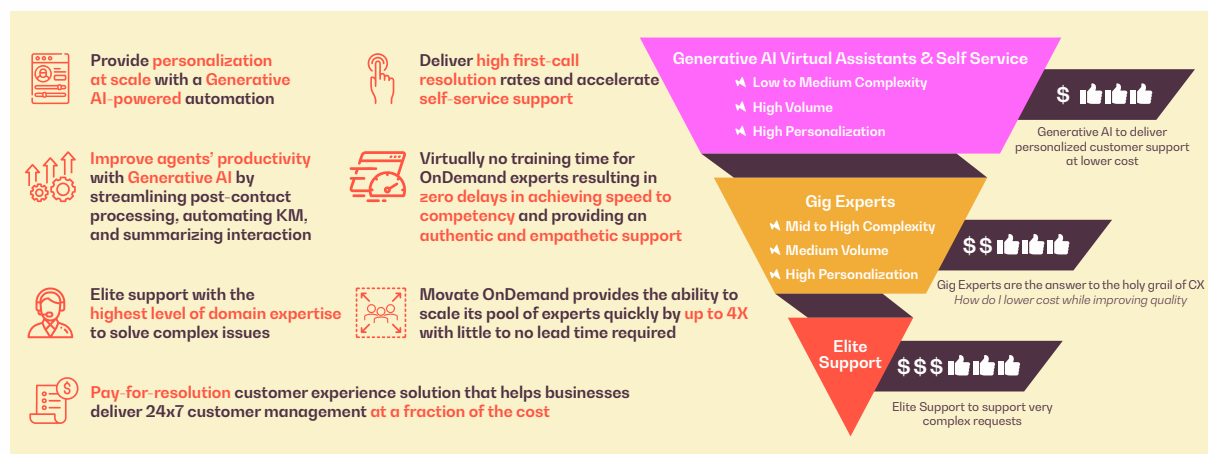
What if retailers could tackle holiday surges without bolstering their operations? Imagine airline brands scaling up and down without over-burdening agents during unplanned inclement weather. Think of gaming brands that could handle surges during new game promotions without ramping up staff, investing training time, and incurring additional fixed costs.



Excerpt 3: From a fixed model to a fluid one.

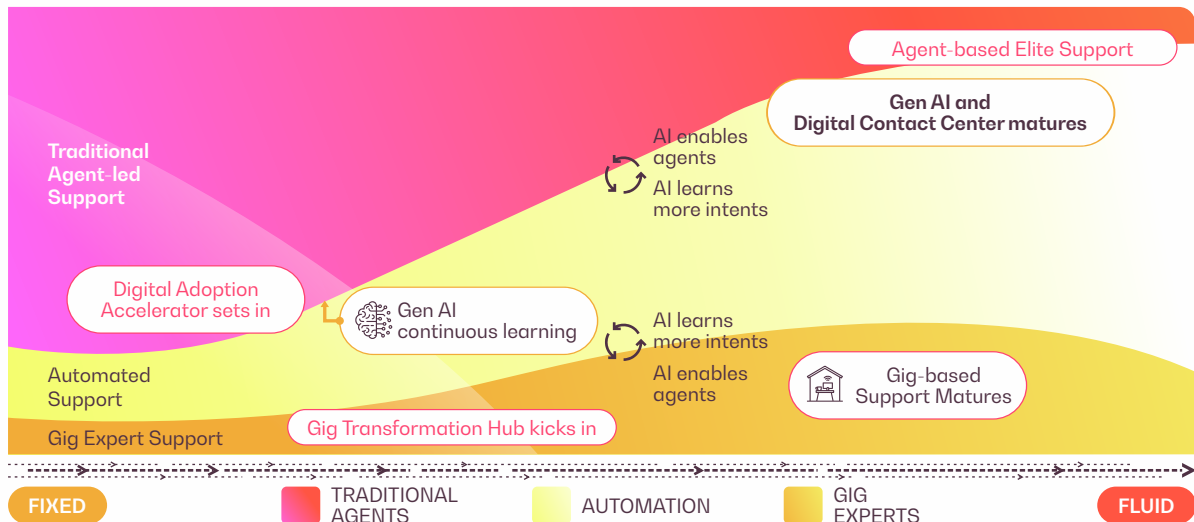
The fluid model focuses on resolutions, experience, and flexibility. Take away the burden of managing the risk of delivering the outcomes and share the reward with a technology partner.

Consider a typical contact center where 20% of agents handle 80% of the volumes. Automation controls ~20%, and gig takes about ~5-10%. Reorienting the traditional pyramid piece by piece gives an inverted one where agents take 5-10% of complex interactions or elite support (top-tier); gig handles 30%; AI-enabled solutions (conversational, human-like) manage around 70% of volumes. Here's the inverted depiction of how the fluid model translates to the contact center of the future.



Excerpt 4: Why adopt the fluid call center model?

The contact center transformation is specific to business and industry. Movate helped a telecom client with a 25% TCO reduction via an outcome-based hybrid acceleration center involving a Digital Adoption Hub (Gen AI) and Gig Transformation Hub (Movate OnDemand).



Excerpt 5: Contact center transformation over time.

## 06 The right technology partner

Embarking on the Gen AI transformation journey mandates the support and experience of a reliable technology partner. Clients need to select a partner who can support them based on their specific customer needs. Leaders need to circumvent blind spots during the journey. Human-centric technology service providers like Movate help lay the foundation to accelerate business value with enterprise-grade generative AI. Movate helps contact centers unlock this technology's power with enterprise maturity assessment, top use case selection, and a high-impact execution roadmap.

Movate's end-to-end generative AI services entail ready-to-use accelerators and expertise in leading products. With a focus on **enterprise & Contact Center** use cases, Movate's GenAI amplifies EX and improves customer engagement.



Movate's dedicated Gen AI Center of Excellence comprises architects, prompt engineers, data scientists, AI developers, and UX designers. The team can help with quick onboarding with initial **use-case identification** and expertise across technologies & platforms.

## 07 Conclusion

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At the time of writing this POV, GEN AI stands in its nascent phase. A survey of IT leaders indicates that 67% are prioritizing generative AI for the next 18 months, and one-third have it as a top priority, but challenges remain. The advancement in AI is still in its nascent stages, with rapid rounds of experimentation and innovation in progress.

A lot of research, validation, and testing iterations are underway. Many blind spots will be cleared out with developments and investigations. Brands must address biases, data privacy laws, copyright issues, human-verified output, transparency, security audits, and diverse and inclusive representative data sets through an ethical and responsible AI governance framework.

The disruption is unlike any other in the last decade or two, and now is the time to realize its benefits. Gartner says innovation in AI is accelerating and creating numerous use cases in generative AI across industries. With a combination of cloud and new-age technologies, generative AI is set to open new frontiers to bridge the physical and digital worlds. A pivotal moment in AI poised to reinvent business and revolutionize CX is unfolding.

Though a ton of excitement is in the air, leaders need to communicate the benefits of AI's new dawn to their support teams; they need to address the market disruption in the new future of work and quell the collective anxiety around the buzzy technology.

## 08 References

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[Blog: How Gen AI will revolutionize Quality Engineering](#)

[Blog: The power of Gen A with Salesforce](#)

[Blog: Movate's GEN AI Services](#)

[Article: The prompt toward a new era of CX](#)

## About Movate

Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 11,000+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.

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