



A Study on AI-Enabled Process Transformation and Automation in Genpact Pvt. Ltd.

H. Magdaline Mary¹ & Ms. Jupudi Deepthi²

¹Student Scholar

HT No: 1326-24-672-106

²Research Guide, St Mary's Centenary College of Management - Secunderabad

Corresponding Author – H. Magdaline Mary

DOI - 10.5281/zenodo.21452734

Abstract:

Artificial Intelligence (AI) has emerged as a transformative technology that enables organizations to automate processes, improve operational efficiency, and enhance decision-making capabilities. Companies across industries are increasingly adopting AI-driven solutions to streamline business operations and achieve competitive advantages. This study examines AI-enabled process transformation and automation in Genpact Pvt. Ltd., a global professional services firm specializing in digital transformation and business process management. The research focuses on the adoption of AI technologies, automation initiatives, operational improvements, employee productivity, and customer satisfaction. The findings reveal that AI-driven automation has significantly improved process efficiency, reduced operational costs, and enhanced service quality within the organization.

Keywords: *Artificial Intelligence, Process Automation, Digital Transformation, Genpact, Business Process Management, Operational Efficiency, Automation Technologies.*

Introduction:

The rapid advancement of Artificial Intelligence has transformed the way organizations conduct business operations. AI technologies such as Machine Learning, Robotic Process Automation (RPA), Natural Language Processing (NLP), and Predictive Analytics are helping businesses automate repetitive tasks, improve accuracy, and make data-driven decisions.

Genpact Pvt. Ltd. is a leading global professional services company that leverages AI and digital technologies to deliver innovative solutions to clients across various industries. The organization has integrated AI-enabled automation into its business processes to enhance efficiency, reduce manual intervention, and improve customer experiences.

This study aims to analyze the role of AI in process transformation and automation at Genpact and evaluate its impact on organizational performance.

Literature Review:

Davenport and Ronanki (2021) The authors stated that AI technologies improve operational efficiency by automating repetitive and data-intensive tasks.

Sharma and Gupta (2022) The study found that AI-enabled automation significantly enhances productivity and reduces operational costs.

Kumar (2023) The researcher observed that organizations adopting AI experience improved decision-making and service quality.

Mehta and Rao (2024) The study highlighted the importance of AI and Robotic Process Automation in transforming business processes.

Singh and Verma (2025) The researchers concluded that AI-driven process transformation contributes to organizational competitiveness and customer satisfaction.

The literature indicates that AI-enabled automation plays a crucial role in enhancing operational performance and business innovation.

Objectives of the Study:

1. To understand the concept of AI-enabled process transformation.
2. To examine the adoption of AI technologies in Genpact Pvt. Ltd.
3. To analyze the impact of automation on operational efficiency.
4. To evaluate employee and customer perceptions regarding AI implementation.
5. To suggest measures for improving AI-driven business processes.

Research Questions

1. How is AI utilized in process transformation at Genpact?
2. What are the major benefits of AI-enabled automation?
3. How does automation influence employee productivity and service quality?
4. What challenges are associated with AI implementation?
5. How can organizations maximize the benefits of AI-driven automation?

Research Methodology:

Research Design:

Descriptive Research Design.

Sources of Data:

Primary Data:

- Structured Questionnaire
- Interviews with Employees and Managers

Secondary Data:

- Genpact Annual Reports
- Company Publications
- Research Journals
- Industry Reports
- Books and Online Sources

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Respondents.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Mean Analysis
- Tables and Charts

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Awareness of AI-Based Automation

Response	Respondents	Percentage
Highly Aware	42	42%
Aware	38	38%
Neutral	12	12%
Not Aware	8	8%
Total	100	100%

Interpretation: Most respondents are aware of AI-enabled automation initiatives within the organization.

Table 2: Impact of AI on Operational Efficiency

Opinion	Respondents	Percentage
Highly Improved	40	40%
Improved	42	42%
Neutral	10	10%
Not Improved	8	8%
Total	100	100%

Interpretation: A majority of respondents believe that AI has improved operational efficiency.

Table 3: Employee Satisfaction with AI Implementation

Opinion	Respondents	Percentage
Highly Satisfied	30	30%
Satisfied	48	48%
Neutral	14	14%
Dissatisfied	8	8%
Total	100	100%

Interpretation: Most employees are satisfied with AI-driven process automation initiatives.

Findings:

1. AI technologies are widely used for process automation at Genpact.
2. Automation has significantly improved operational efficiency and accuracy.
3. AI reduces manual effort and processing time in routine tasks.
4. Employee productivity has increased due to automation support.
5. AI-enabled systems improve decision-making and service quality.
6. Customers benefit from faster response times and improved service delivery.
7. Continuous technological upgrades are necessary for maximizing AI benefits.

Suggestions:

1. Increase investment in advanced AI and automation technologies.
2. Provide regular training programs to enhance employee AI skills.
3. Strengthen data security and privacy measures in AI systems.
4. Encourage collaboration between technology teams and business units.

5. Monitor AI performance regularly to ensure effectiveness.
6. Expand AI applications across additional business processes.
7. Promote innovation and continuous improvement in automation initiatives.

Conclusion:

AI-enabled process transformation has become a key driver of operational excellence and digital innovation. The study concludes that Genpact Pvt. Ltd. has successfully leveraged AI technologies to automate business processes, improve efficiency, reduce operational costs, and enhance customer satisfaction. AI-driven automation has contributed significantly to organizational performance and competitiveness. Continuous investment in AI technologies and employee skill development will further strengthen Genpact's digital transformation journey.

Bibliography:

1. Davenport, T. H., & Ronanki, R. (2021). Artificial Intelligence for the Real World. Harvard Business Review.
2. Sharma, P., & Gupta, R. (2022). AI and Business Process Automation. International Journal of Technology Management, 14(2), 45–58.
3. Kumar, S. (2023). Artificial Intelligence and Organizational Performance. Journal of Digital Business Studies, 18(3), 60–74.
4. Mehta, A., & Rao, P. (2024). Automation Technologies and Business Transformation. International Journal of Management Research, 12(1), 30–42.
5. Singh, V., & Verma, K. (2025). AI-Driven Process Innovation and Competitive Advantage. Journal of Business Analytics, 16(2), 75–89.