



AI-POWERED GBS: TRANSFORM TO AGILE DECISION MAKING

A Buyer's Guide to empower Global Business Services leaders to make **informed and innovative decisions** through Artificial Intelligence.

YOU CHOOSE THE RIGHT AI YOU TRANSFORM YOUR SERVICES



Jasjit Kang, Managing Partner and Global Head - Business Process Services, Wipro

Artificial Intelligence has fundamentally shifted the way Global Business Services (GBS) operate, offering unprecedented opportunities to transform traditional models into strategic assets. As GBS leaders, we face the dual challenge of driving operational efficiency while unlocking the potential for innovation. AI is not a futuristic concept—it's here now, reshaping everything from service delivery to decision-making. By embracing AI, GBS organizations can unlock significant value, from improving productivity and profitability to enhancing the overall customer experience. This guide explores the pivotal role of AI in driving GBS modernization, helping leaders navigate complex choices and implement the right AI solutions to stay ahead of the curve. Through practical insights and actionable strategies, it provides the roadmap for transforming GBS into a dynamic, strategic partner in enterprise growth. Together, we are shaping a future where data-driven, intelligent decisions are at the core of every successful business transformation. Those who fail to successfully integrate AI into GBS risk losing millions of dollars in inefficiencies, while their competitors leave them behind.



Imran Ahmed, Head of Europe - Business Process Services, Wipro

In Europe, businesses are navigating a complex landscape shaped by evolving regulations, economic uncertainty, and increasing digital disruption. As a region that values precision and compliance, AI is not just an operational tool but a vital catalyst for driving both efficiency and innovation. By transforming GBS into a strategic partner using AI, organizations can improve profitability and employee satisfaction, all while ensuring compliance and maintaining high-quality service delivery. Moreover, as businesses strive to meet the growing demand for personalized and faster services, AI's role in automating routine tasks and predicting future trends allows companies to respond with greater agility. This transformative technology empowers leaders to focus on strategic objectives, driving both short-term gains and long-term sustainable growth.

AS A GBS LEADER, YOU ARE ON THE FRONT LINE OF DRIVING INNOVATION

AI is fundamentally transforming the landscape of Global Business Services (GBS). As a GBS leader, it's imperative to rethink processes, investments, and your own role to foster business-wide innovation and growth. This technological evolution positions GBS at the heart of decision-making.

Selecting the right AI partner to spearhead your AI-Powered GBS strategy and implement these solutions can yield substantial value. It can optimize operations, enhance decision-making, and improve service delivery.

While AI technology offers revolutionary capabilities, it often presents complexities and challenges. This guide provides key insights to harness AI effectively, and through real-world examples, it breaks down the cost-benefits of AI, enabling GBS leaders to make informed decisions when partnering with external experts.

98% of GBS organizations have deployed Generative AI or will be in pilot programs in the next 12 months

KPMG Report: The Next Evolution



By taking a clear, strategy-led approach to AI, GBS leaders can:

- Boost productivity by enabling faster service delivery (54%) and improving output quality (51%) – **SSON Report 2025**
- Focus on strategic tasks, with 80% of executives noting enhanced employee experience due to reduced workloads and skill augmentation – **SSON Report 2025**

Within the following pages, you will find practical insights for implementation and see exactly how AI can specifically help each area of your organization. This includes sections on regulatory adherence, showcasing why security and data privacy are more important than ever. At the end of this guide, you will be well placed to secure an advantage over your competitors in an increasingly AI-Powered landscape.

Let's begin.

YOU CHOOSE THE RIGHT AI YOU CREATE VALUE

The traditional business strengths of GBS personnel are no longer enough to secure an edge over competitors. By harnessing the transformative power of AI, GBS leaders can drive innovation and keep their strategic relevance in an increasingly challenging business environment.

The real power of artificial intelligence lies in its ability to unlock how GBS leaders carry out their roles, changing business strategies as a whole. AI can transform GBS from being a transactional support entity to a strategic partner in enterprise growth.

When used correctly, AI elevates Global Business Services to a central role within any organization.





LET'S LOOK AT FOUR WAYS YOU CAN ADOPT THIS STRATEGY.

1. EMBRACE AI-POWERED MODERNIZATION

One of the key value-creators of AI is its ability to rethink legacy systems. AI can map existing outdated workflows and quickly identify where the inefficiencies are. By identifying weaknesses, GBS leaders can align their systems with modern business practices.

Outcome of AI adoption: You position your company on the cutting edge, where it belongs.

2. BOOST PROFITABILITY

Profitability is paramount to every business. Experienced GBS leaders understand that this profitability can come down to the finest of margins. AI gives a boost to productivity by automating the most repetitive manual tasks. By allocating your resources more efficiently, AI allows you to gain the best from your workforce.

Outcome of AI adoption: You make the decisions that improve the bottom line of your organization.

3. TRANSFORM EXPERIENCE

AI has powered virtual assistants for years. But the current technology behind these assistants is light years ahead of where it was previously. Now, AI systems can tailor specific content and services to individual consumer and staff needs. 24-7.

Outcome of AI adoption: You improve the overall business experience for both staff and customers.

4. DRIVE STRATEGIC DECISIONS

No longer is AI a reactive, after-the-fact response. Current AI solutions help you provide actionable insights and keep ahead of the curve. By analyzing complex data sets, AI can predictably plan the best next step for your business, taking GBS from a siloed cost center to a position of innovative decision making.

Outcome of AI adoption: You become a central focus for key business decisions.

PIVOTING FROM TRADITIONAL GBS TO AI-AUGMENTED GBS



Traditional GBS



AI-Augmented GBS



YOU CHOOSE THE RIGHT AI YOU TRANSFORM EVERY AREA

Once you've chosen the right next-generation AI specialist, it's your task as a GBS Leader to explain the benefits of this technology. Ultimately, it will be your responsibility to make this transition as smooth as possible for every area of your business. The more you understand before the change, the better for everyone.

Here is an in-depth overview of the changes for each department.

AI's Transformative Impact on Finance & Accounting

AI is providing a revolution for finance and accounting teams. By automating repetitive tasks, enhancing data accuracy, and providing real-time insights, GBS leaders can enable their teams to focus on high-value innovation, not just daily tasks. With advanced algorithms financial risks are minimized across the board.

Function

- Financial planning
- Risk management
- Reporting
- Compliance

Functional Tools

- AI-Powered automation
- Predictive analytics
- Machine learning

Functional Change

Manual → Automated

Eliminate repetitive tasks, improve accuracy and speed.

Reactive → Predictive

Drive financial planning, mitigate risk, optimize revenue.

Isolated → Integrated

Connect to wider company aims, foster innovation.

Impact

- Reduces Inventory Costs
- Increases in Fraud Detection
- Enhances Decision-Making
- Increases Forecasting Accuracy



CASE STUDY
“When your business needs change you need a partnership willing to be flexible, one that can adapt to find a solution.”

Pavan Pamidimarri –
Vice President, Global Business
Services, Levi Strauss & Co

See how collaborative teamwork helped clothing powerhouse Levi's become more agile, growth-oriented and competitive.

“Setting up an automation incubation lab helped our client deliver an 85% reduction in unallocated cash. This led to a business value of \$15M, including \$3.3M in duplicate payment avoidance.”

Ashish Singla –
Head of F&A Practice, Wipro

AI's Transformative Impact on Human Resources

The introduction of the right AI will accelerate the HR landscape by enhancing recruitment experience, employee development, payroll & compensation, and performance management. It streamlines hiring processes, identifies skill gaps, and optimizes engagement opportunities. These interventions lead to a more informed level of decision-making and a more efficient, productive work environment.



Function

- Talent acquisition
- Employee development
- Workforce management
- Engagement

Functional Tools

- AI-powered recruitment platforms
- Predictive analytics
- Automated scheduling
- Sentiment analysis tools

Impact

- Speeds Up Candidate Screening and Selection
- Raises Retention Rates
- Enhances Employee Learning & Development
- Leads to HR-led Workforce Transformation

Functional Change

Manual → Automated

Eliminate repetitive tasks, improve accuracy and speed.

Reactive → Predictive

Drive financial planning, mitigate risk, optimize revenue.

Isolated → Integrated

Connect to wider company aims, foster innovation.



CASE STUDY

Going from a non-supported on-premise version of an HR system to a modern version in the cloud has to be secure, seamless and transparent. Wipro managed it on time and on budget. ”

Benoit Desbiens – Director of HR Applications, Domtar

Watch how Domtar centralized their HR department using a modern and cohesive human experience solution.

AI's Transformative Impact on Procurement & Supply Chain

The right AI will revolutionize roles within the Procurement division. These algorithmic tools allow staff to source suppliers and navigate the ever-changing prices within their industry at breathtaking speed. Once more opening up a world of pre-emptive decision-making over automatic responses.



Function

- Supplier selection
- Risk mitigation
- Logistics
- Cost optimization

Functional Tools

- AI-Powered sourcing platforms
- Predictive analytics
- Demand forecasting
- Automated contract management

Impact

- Enhances Supplier Evaluation
- Improves Contract Management
- Transforms Procurement to a Value-Generating Function
- Optimizes Supply Chain Operations

Functional Change

Manual → Automated

Speed up procurement processes, reduce delays and disruptions.

Reactive → Predictive

Anticipate pricing trends, demand fluctuations and supply chain risks.

Cost-Driven → Value-Driven

Optimize supplier selection and contract negotiations.



CASE STUDY

Through Wipro's digital transformation, one European Energy Company saw a 44% operational productivity improvement. This allowed them readiness for future scope and volumes extension and led to 35% operational cost savings. Overall there was an increased saving of 10%-15% on a 1 billion Euro spend.

Progress Feedback from European Energy Company

“Wipro led the entire business transformation, right from ideation, discovery, solution identification, business case definition to implementation across the O&G supermajor's supply network that resulted in hundreds of millions of dollars in inventory reduction and double-digit service-level increase.”

Sebastian Ennulat – European Head of Supply Chain Consulting, Wipro

Read how Wipro transformed the supply chain of an O&G supermajor, resulting in huge financial benefits.



AI's Transformative Impact on Customer Experience

Customer experience will be heavily reliant on AI and analytics. The introduction of AI to Customer Experience means enhanced customer interactions and streamlined back-office processes. Providing real-time insights creates a holistic, customer-centric ecosystem that prioritizes great relationships between businesses and consumers with a focus on customer retention.



Function

- Customer interactions
- Service delivery
- Personalization
- Customer retention

Functional Tools

- AI-Powered chatbots
- Sentiment analysis
- Personalized recommendation systems
- Real-time automation

Impact

- Brings Faster Response Times
- Accurately Predicts Customer Needs
- Streamline Issue Tracking
- Enhances Customer Loyalty
- Aligns CX with Wider Business Demands

Functional Change

Manual → Automated

Free your workers with AI chatbots and Virtual Assistants.

Reactive → Proactive

Anticipate customer needs, improve responsiveness and satisfaction.

Isolated → Integrated

Connect CX teams with others for seamless delivery.

Generic → Personalized

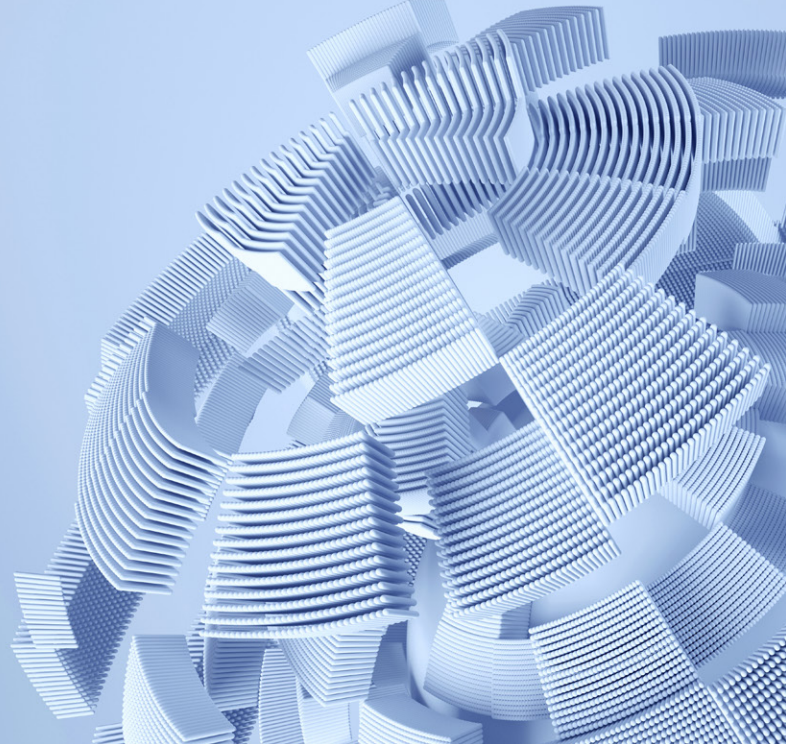
Tailor interactions to specific customers in real time.

CASE STUDY

Wipro helped Yamaha build a robust knowledge system leading to improved customer experience with faster response times and a drop of 25% in call volume. 10,000 online chats meant 10,000 calls not coming into the call center.

Find out how Yamaha chose the right technology partner to achieve their goals.

YOU CHOOSE THE RIGHT AI YOU CHOOSE AN EXPERIENCE PARTNER



As we can now plainly see, integrating artificial intelligence into your Global Business Services brings a myriad of benefits. From allowing siloed workflows to become part of the core business set-up, to setting out alternative pathways to key business decisions, so you can make the right choice for your company. But as with every large technological forward step, the introduction of AI also brings with it significant security challenges.

When choosing the right AI service for your company, it's wise to prioritize four key areas: data privacy, power and influence, and ethical considerations. Below, we breakdown why.

Selecting the right AI partner means choosing one that prioritizes these concerns.

1. PROTECTING DATA PRIVACY

AI systems run on a goldmine of data. Data drives their ability to learn, predict and make decisions. GBS leaders must select an AI service capable of managing a vast amount of sensitive data in a secure manner— or risk eroding the trust they rely upon.

The AI partnership you choose must:

- Protect your client's records, your financial data and your employee information.
- Comply with all regulations, including GDPR, CCPA and DPDP.
- Encrypt computations to limit any potential breaches.

2. CURBING POWER AND INFLUENCE

We've already discussed the opportunities presented by AI's ability to help influence decision-making. The flip-side of that coin is curbing the influence of AI if unfair outcomes are apparent.

The AI partnership you choose must:

- Establish crystal clear policies to define the role of AI within your business.
- Conduct regular audits of data systems to limit bias.
- Control the "black box" elements of AI regarding transparency and accountability.

3. HIGHLIGHTING ETHICAL CONCERNS

Conversations around the negative aspects of AI have often outweighed the technology's numerous advantages. But the impact of AI in broader terms is something all GBS leaders must understand and be able to convey to those around them.

The AI partnership you choose must:

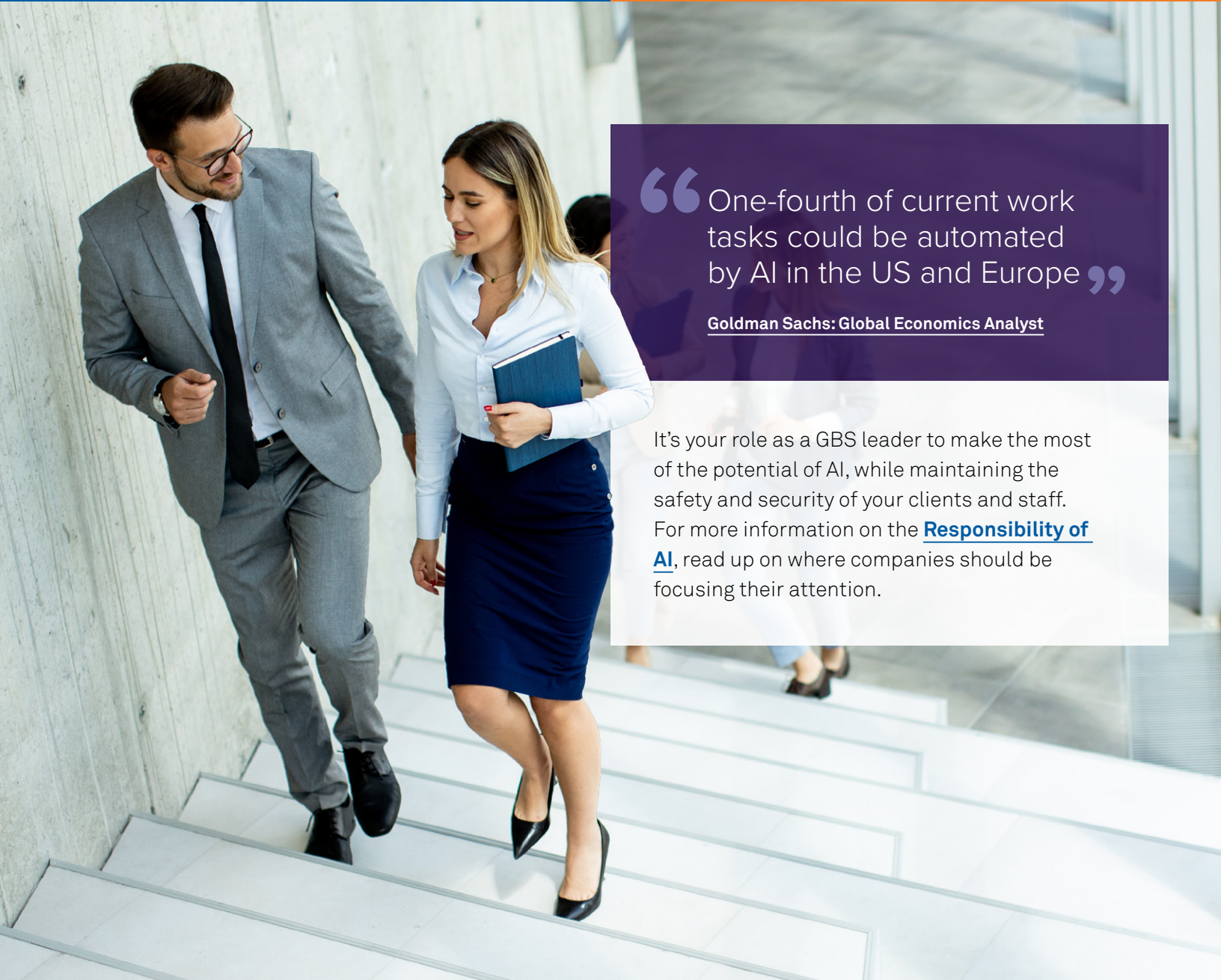
- Be responsible to the point of never harming or exploiting clients or staff.
- Consider the impact of job displacement through automation.
- Address the environmental impact of each AI's computational need.

4. AVOIDING AI HYPE

With a wealth of companies jumping into the AI field, it can often be hard to differentiate one offering from the next. There are many that see the latest technology as a bandwagon to jump upon. A 'get-rich-quick' scheme. Be wary of those that overpromise.

The AI partnership you choose must:

- Have experience across a wide range of industries.
- Understand how to leverage AI across all processes.
- Be heavily investing in research and development of new technology.



“One-fourth of current work tasks could be automated by AI in the US and Europe”

Goldman Sachs: Global Economics Analyst

It's your role as a GBS leader to make the most of the potential of AI, while maintaining the safety and security of your clients and staff. For more information on the [Responsibility of AI](#), read up on where companies should be focusing their attention.

CHOOSE THE RIGHT AI SERVICE

Advances in AI are creating a new sense of urgency and excitement across industries. The information shared in this Buyer's Guide helps GBS Leaders bridge the gap between potential and profit.

Whether it's Generative AI, Agentic AI or the next, best iteration of AI, Wipro, with its solid foundation in technology, is well-prepared for the future. Wipro has been at the forefront of AI for over two decades, assisting enterprises across various industries in driving transformation. With both strategic vision and practical expertise, Wipro provides services that extract significant value from technology.

“Wipro differentiates itself by providing clarity in a very complex world. Transformation is always about four pillars: Simplification, Automation, Creating Intelligence and Creating Experience.”

Nagendra P. Bandaru – Managing Partner
and Global Head - Technology Services, Wipro

Watch experts from Wipro discuss how to make your business ready for the future.

“For us, there are three elements to selecting the right partnership. Sharing the same values. Building trust. Co-owning the success.”

Jonny Pellegrino – VP Nokia Business Services, Nokia

Hear more from Nokia about why they chose Wipro to collaborate with when implementing their Generative AI.

Recognizing first-hand this technology's profound potential, Wipro has launched the Wipro Innovation Network to co-innovate with clients, strengthening its commitment to being a consulting-led, AI-powered transformation partner.

As a testament to our commitment to innovation and growth, Wipro has trained 220,000 employees to basic levels in AI and have 55,000 expert practitioners already attaining advanced standards.

For Wipro, the key to this transformation is partnerships, R&D, and the development of innovative solutions while advancing capabilities.

READY TO TRANSFORM YOUR GBS WITH AI?



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs.

Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest

ambitions and build future-ready, sustainable businesses. With over 230,000 employees and business partners across 65 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

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