



Amplify Business Results

What it really takes to scale **AI across your enterprise**

A practical guide for enterprise leaders



Introduction page

Most enterprises already have the right AI tools and platforms in place, but the real challenge is operationalizing AI within workflows and ensuring that the outcome justifies the investment.

When AI is embedded into operations—not layered on top—organizations can unlock measurable ROI and lasting competitive advantage.

Integrating AI into your business requires five interconnected focus areas:

1. Get your data foundations right
2. Build AI into workflows, not on top of them
3. Domain expertise is non-negotiable
4. Infrastructure has to be built for AI
5. Responsible AI isn't optional

Together, these focus areas provide the blueprint for scaling AI with confidence, and that's where eClerx is helping enterprises accelerate their journeys.

Get your data foundations right

AI is only as good as the data behind it. Siloed data, inconsistent governance, and fragmented pipelines don't just slow AI down; they make it unreliable.

The enterprises that scale AI successfully treat data as infrastructure, not a byproduct. They invest in data onboarding, master data management, governance frameworks, and real-time pipelines before they worry about which model to use.



An eClerx case study

A leading global sportswear manufacturer was struggling with stock-outs, inconsistent product content, and frustrating customer experiences across 45+ countries. The root cause was fragmented data spread across multiple legacy systems, leaving teams with limited visibility into product information, customer journeys, and competitor activity.

eClerx helped the brand unify its data foundation, creating a single source of truth that enabled AI-powered market intelligence, smarter decisions, and accelerated revenue growth.

Results

↑ 20%+
% improvement in SKU availability

↑ 5-10%
% increase in share of search

↑ \$ 7-10%
growth in sales for new launches

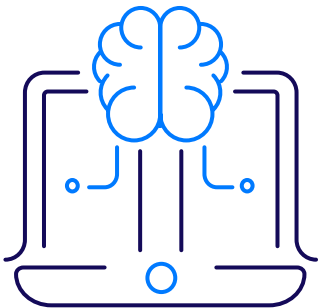
↑ \$ 10-12%
increase in sales efficiency

↓ % 30%+
reduction in time-to-insights

Build AI into workflows, not on top of them

If enterprise AI is proving hard to scale, it may have been added to existing workflows rather than designed into them.

Real transformation requires redesigning workflows from the ground up, with AI as a core component rather than an afterthought. That means questioning every assumption about how work gets done, not just finding places to add a tool.



An eClerx case study

A global communications organization wanted to improve troubleshooting efficiency and agent performance, but traditional support processes relied heavily on manual knowledge searches and fragmented systems.

Rather than simply adding another AI tool to the workflow, eClerx helped redesign it with agentic AI at its core, enabling agents to access contextual guidance and next-best actions within the flow of work, and in real time.

Results

 **26%** increase in CSAT metrics

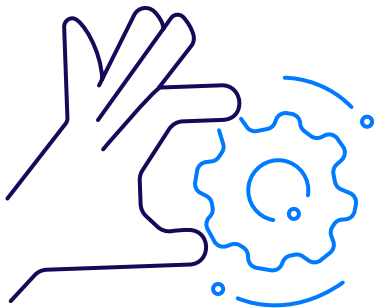
 **39%** reduction in average handling times (AHT)

 **18%** increase in agent productivity

Domain expertise is non-negotiable

Without deep domain knowledge embedded in the model, outputs are plausible but wrong, and in high-stakes environments, that is worse than no AI at all.

Generic AI doesn't understand your business. It doesn't know the regulatory nuances of financial crime compliance, the complexity of capital markets operations, or the specific language of a luxury retail customer journey. To get it right, an enterprise looks for partners who bring domain expertise as standard, where the knowledge of how the business actually works is already built in.



An eClerx case study

A global investment bank needed to accelerate KYC review operations without compromising compliance, accuracy, or risk management. In a highly regulated environment, generic AI alone was not enough.

Drawing on its deep expertise in financial services and compliance operations, eClerx helped augment KYC processes with AI grounded in real-world regulatory knowledge. A domain-trained model, built on years of expertise, delivers reliable outcomes from day one.

Results



50,000+ successful KYC reviews annually



65+ jurisdictions and complex entity types covered

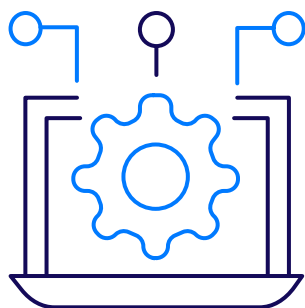


98% quality outcomes

Infrastructure has to be built for AI

Most enterprise infrastructure was built for a different era. Adapting it for AI is like building a motorway on top of country lanes — technically possible, but fundamentally compromised.

The right way to build is to design for AI, whether you're looking at cloud architecture, compute environments, API frameworks, security controls, or model deployment infrastructure. Enterprises that do this can move fast and adapt continuously. Those that don't will be stuck managing technical debt instead of delivering outcomes.



An eClerx case study

A leading pharmaceutical brand wanted to overhaul its legacy QA processes in order to remain agile and compliant. But in this highly regulated environment, error-free success depends on having the right infrastructure to support automation from the outset.

eClerx's QA360 platform provided that foundation, combining AI, workflow orchestration, and regulatory controls in a purpose-built environment. The result was faster reporting, improved compliance, and an operating model designed to evolve alongside future AI capabilities.

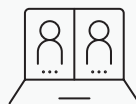
Results



1M+ interactions audited per year



25% higher CSAT scores



100% reporting of adverse events on calls



20% lower costs for agent training

Responsible AI isn't optional

Bias, opacity, and unaccountable outputs are critical business risks, not merely ethical concerns. As AI becomes embedded in high-stakes decisions such as credit, compliance, customer experience, and clinical pathways, the consequences of getting it wrong grow significantly.

The enterprises that scale AI with confidence do so because they built responsibility in from the start. Bias detection, diverse training data, explainability, and privacy-preserving technologies are the foundations of AI that earns trust — from customers, regulators, and employees alike.



An eClerx case study

A large asset manager partnered with eClerx to transform its KYC operations. Given the nature of its highly regulated industry, it was a priority that every decision was transparent, auditable, and aligned with evolving compliance requirements.

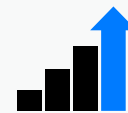
With eClerx Compliance Manager, the organization established a governed framework for KYC operations, ensuring consistency, oversight, and accountability at every stage of the process. By building trust and control into the operating model from the outset, the firm created a foundation for responsible, scalable AI adoption.

Results



80%

increase in throughput



65+

improvement in CSAT



98%

real-time monitoring coverage

The eClerx difference

We bring together 25+ years of building deep domain expertise and operational excellence across financial services, customer experience, compliance, marketing, and more. That knowledge is the foundation our AI is built on.



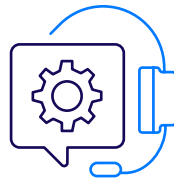
25+ years of domain expertise across global enterprises



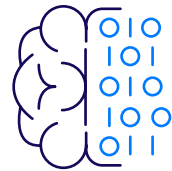
AI-ready data infrastructure, built and deployed globally



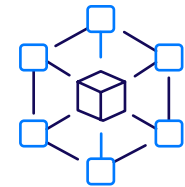
Recognized by **Forrester** for AI consulting excellence



22,000+ operators managing SLA-bound processes at scale



GenAI360 and Roboworx CogniFlows — purpose-built AI products and toolkits



Responsible **AI framework** embedded across every deployment

Ready to move from AI ambition to operational reality?

The enterprises scaling AI successfully aren't waiting for the technology to catch up. They are working with partners who bring the domain expertise, operational scale, and AI foundations to make it work right now, across the workflows that matter most.

Talk to our AI experts today.

About eClerx

eClerx provides AI-powered analytics, digital operations services, automation, and business process management to help clients unlock growth and drive business outcomes. eClerx partners with Fortune 500 enterprises across financial services, telecom, media & entertainment, luxury, retail & fashion, and manufacturing. A publicly listed company, eClerx operates across 17 countries with over 22,000 employees, serving clients globally across the Americas, APAC, and EMEA.

© eClerx

Connect with us

marketing@eclerx.com
www.eclerx.com

Follow us on:

