

PwC Generative AI

Securely and responsibly transform data and knowledge work to a competitive advantage

Generative AI (GenAI) is everywhere and moving fast.

The impact of GenAI on business is undeniable. But with breakthrough innovations come new trust challenges — including protecting data and intellectual property. We know this because we've built and scaled GenAI for ourselves. With our **\$1B investment in AI capabilities** and an industry-leading relationship with Microsoft we can help you drive secure and responsible business-led transformation, powered by GenAI.

We blend our command of responsible AI and deep business experience with Microsoft's GenAI model, and secure Azure environment. For you, that means essential data protection and ultimate impact.

What GenAI means for your business

GenAI is artificial intelligence designed and trained to create, enhance, summarise or analyse text, data, code, images, voices and more. But secure, effective use typically requires both upskilling and rigorous oversight. Microsoft offers a wide range of GenAI tools from Microsoft Copilot, which are being integrated into Microsoft 365 and Power Platform, to Azure OpenAI Services, which combines the power of advanced AI models like GPT-4 and DALL-E with the security and governance of Microsoft Azure.

PwC GenAI: Harnessing the opportunity

Why PwC?

A recognised leader in responsible AI since 2017, PwC has 300+ use cases across industries ready to deploy (with hundreds more in development). PwC has the knowledge and experience to help deliver end-to-end AI transformation, ranking as an [AI Consulting Leader by Forrester](#) for the past four years.

Foundation for scaled delivery and commercial focus

400

of the Fortune 500 working with PwC on AI

4,000

AI engagements annually

12,600+

data scientists / AI domain experts globally

65,000

people upskilled on AI tools and capabilities, as well as accelerate Science, technology, engineering, and mathematics (STEM) talent hiring

Real-world use cases

Regulatory text classification in financial services

Regulatory rules are correctly identified ~80-95% of the time and policy review time can be reduced by more than ~50%. Use cases include ESG, tax and audit reporting.

Insurance pre-authorisation in healthcare

Effectively create pre-authorisation letters with optimal approval rates for patient insurance claims, targeting more than ~70% time-savings.

Negotiation detection in life sciences

Generating templated clinical trial inclusion exclusion criteria to help drive patient enrollment and trial success, improving the precision of one model pipeline from ~73% to 94%.

Text summarisation and synthesis for marketing content

Reduction in human-hours that goes into enhancing search engine metadata on a monthly basis, as the AI generated outputs can serve as a starting point.

Digital Contact Centers across industries

Declared ~15-20% reduction in overall call volume and up to 55% containment in chatbot.

Safety automated narrative generation in manufacturing

~90% touch-time savings for 250,000 cases of inventory a year.



Contact us
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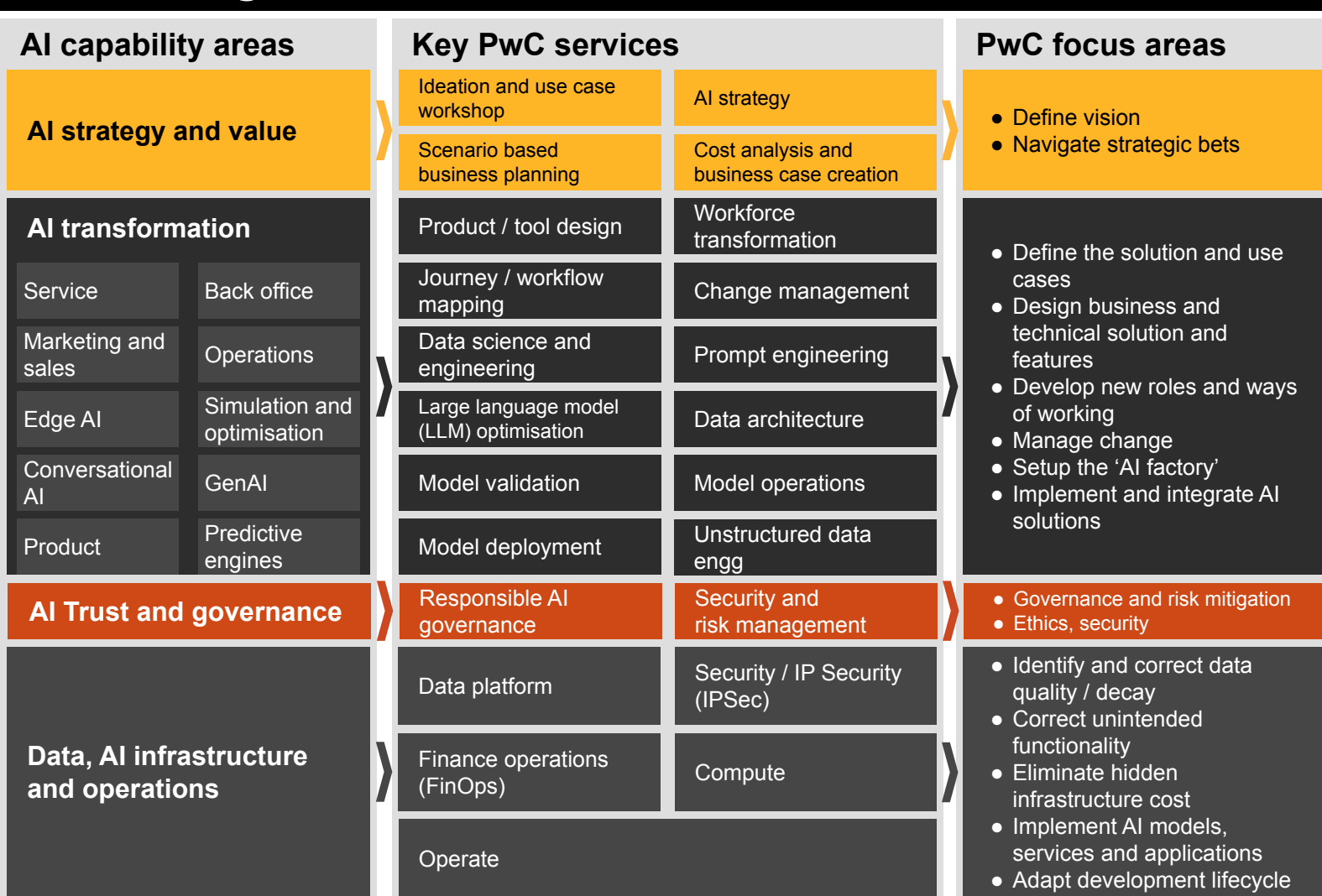


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Our offerings



PwC's GenAI solutions built on Microsoft

PwC GenAI Azure quick start	PwC AI factory	PwC AI innovation workshop
<p>Set the foundation for your baseline for corporate GenAI activities.</p> <p>Assessment and recommendations Assess current AI capabilities and provide recommendations and roadmap for AI implementation.</p> <p>Setup Azure OpenAI services infrastructure Assist in the deployment and configuration of Microsoft Azure OpenAI API endpoints and integrations with foundational infrastructure. Configure Azure OpenAI services for authentication and authorisation. Configure initial orchestration layer for data protection. Identify, document and implement privacy policies and standards for the environment.</p> <p>Training Develop training material to help motivate and align business leaders.</p>	<p>Creating impactful AI systems that are responsible, consistent and defensible.</p> <p>Balance benefits and risks Centralised governance to identify, prioritise, and mitigate known and unknown risks proactively, rather than reactively.</p> <p>Innovate faster Improve the speed and quality of AI delivery and innovation, to produce GenAI you can trust.</p> <p>Align on common practices Leverage and enhance existing policies and procedures to help drive consistent and quality GenAI enterprise-wide.</p> <p>Make defensible decisions Provide mechanisms for accountability and well documented, justifiable GenAI decision-making.</p>	<p>Generate ideas and discover value through GenAI's latest capabilities.</p> <p>Gain insights and understanding on the applications, limitations, and best practices of GenAI.</p> <p>Discover areas where AI and GenAI can drive innovation, enhance productivity, optimise processes, and unlock new revenue streams.</p> <p>Engage in a structured process to prioritise high-impact and feasible ideas aligning with business objectives and resources.</p> <p>Responsibly drive 50% to 90% productivity improvements in repetitive tasks such as knowledge capture, process automation and content generation.</p>

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