



AI Enabled CoE

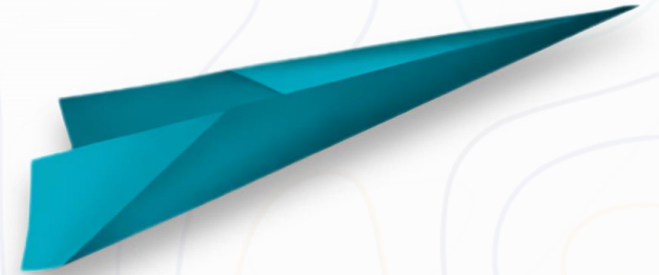
Strategy & *Transformation Roadmap*

June 2026



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Executive Summary



Client's Hire-to-Retire Crew Management Cycle

Mapping the value chain with improvement themes – AI Intervention, Automation & Process Improvement.



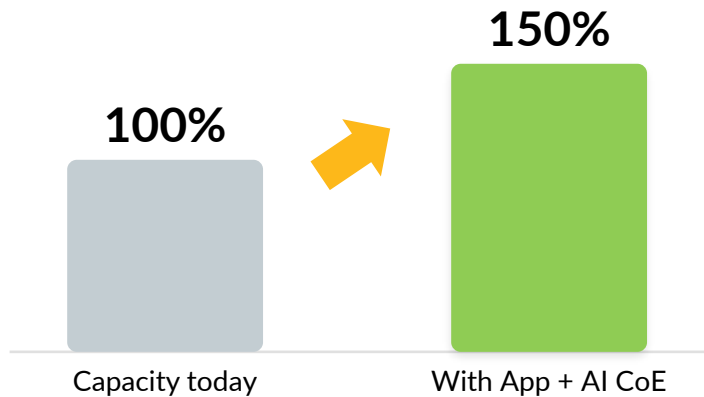
Legend

- AI Intervention
- Automation
- Process Improvement

Roadmap to improvements and achieving capacity gains

The 1.5x Capacity Opportunity

1.5x topline / revenue benefit



↗ **+50%** throughput with the same headcount

🕒 **~2,500+** hours/month freed & redeployed

What Needs to Be Done



Centralized App

One platform unifying crew & candidate data, self-service and a single real-time view across all 9 towers.



AI Agents & RPA Bots

Automate high-volume manual work – rooming lists, payroll reconciliation, e-Migrate, ticketing & triage.



AI Models & Analytics

Predictive intelligence, OCR document automation and live KPI dashboards for faster, smarter decisions.

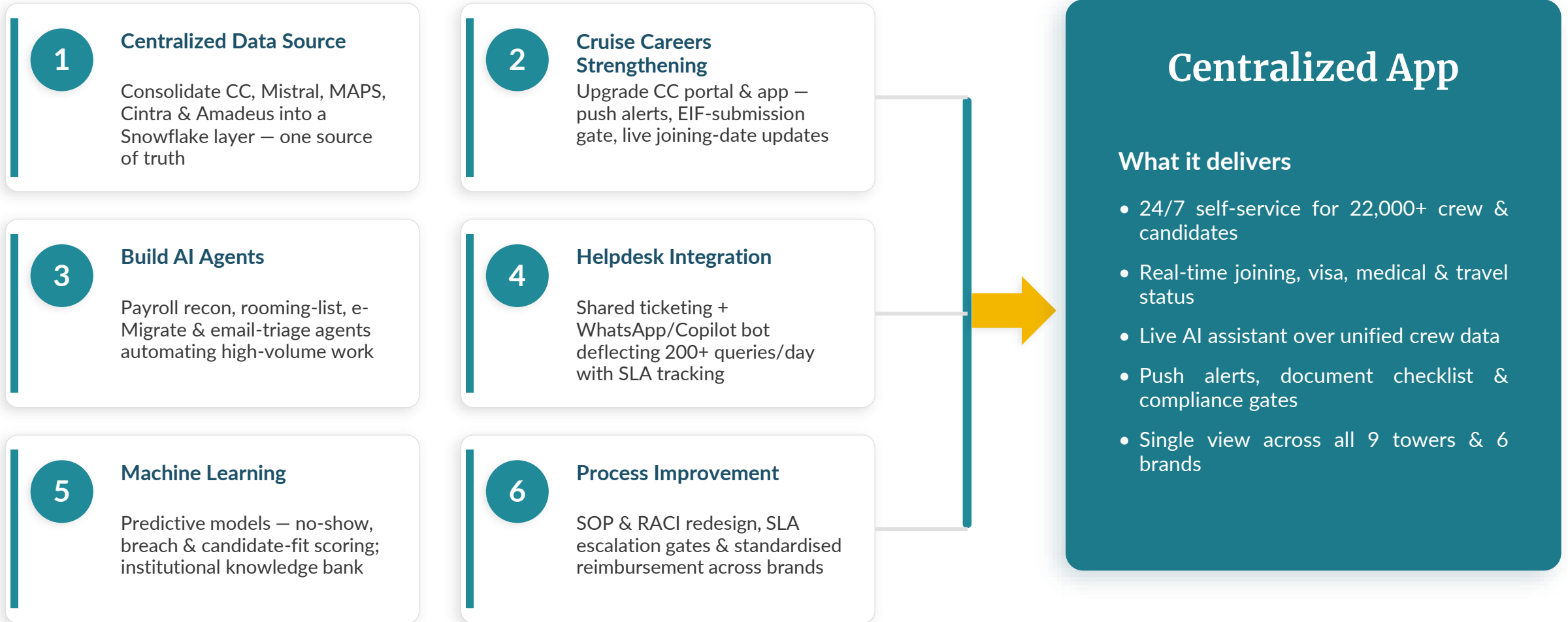


Process Redesign & Governance






Standardized SOPs, SLA-driven escalation and config redesign that lock in the efficiency gains.

Building the Centralized App- Piece by Piece

THE OUTCOME



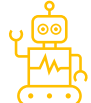




Transformation Avenues and AI Intervention areas (1/2)

Recommendation	Use Case / Areas of Intervention	~Approx. Investment (\$)#	Estimated Time Savings (Per month)	Reference for Use case
 <p>Centralized App <i>Unified crew experience + candidate profile</i></p>	<ul style="list-style-type: none"> - Unified crew & candidate experience - 24/7 self-service mobile app - Real-Time communication & alerts - Improved crew satisfaction & retention 	<p>\$50K – \$100K</p>	<p>500 Hrs</p>	<p>Qatar Airways</p>
 <p>Middleware Layer <i>Snowflake – CC + Mistral + MAPS + Cintra</i></p>	<ul style="list-style-type: none"> - Single encrypted data layer with bi-directional sync across all systems - Seamless Cross-System Integration - Eliminates ~80% re-keying - Faster Onboarding of New Brands 	<p>\$50K- \$80K</p>	<p>250 Hrs</p>	<p>Snowflake/ Google BigQuery/ Azure Synapse</p>
 <p>IVR Based Voice Agents and Automated Chatbots</p>	<ul style="list-style-type: none"> - IVR voice responders for inbound calls – voice-to-text, call deflection & routine query handling - Text & WhatsApp self-service bots – helps provide 24/7 support and query resolution - Reduced dependency on Human intervention, providing long term scalability 	<ul style="list-style-type: none"> • For IVR Based voice agents <ul style="list-style-type: none"> • Recurring cost- \$0.1 / Minute • One time setup- \$15K-\$21K • For Chatbot- \$5K-\$10K 	<p>750 Hrs</p>	<p>Bajaj Finance/ HDFC bank/ SBI</p>
 <p>Centralised Help Desk <i>Ticketing system</i></p>	<ul style="list-style-type: none"> - Build an in-built ticketing system within CC portal. - Enable crew and staff to raise, track, and resolve queries through one centralized interface - Include an AI agent/ bot in a centralized mailbox for summarization. 	<p>\$5K-\$10K</p>	<p>250 Hrs</p>	<p>Danica Crewing, Emirates</p>
 <p>Azure AI for OCR + NLP <i>Intelligent document automation</i></p>	<ul style="list-style-type: none"> - DS-160 and other visa types pro forma auto-fill - PEME cert validation - EIF-passport cross-check - BST/DSD Auto/ extraction & bank-form OCR. 	<p>\$10K-\$21K build + ~\$80-\$150/ month (Azure Doc Intel.)</p>	<p>200 Hrs</p>	<p>Microsoft Azure / Amazon AWS (Bedrock)</p>




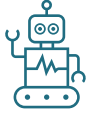






Depending upon Features selected

Transformation Avenues and AI Intervention areas (2/2)

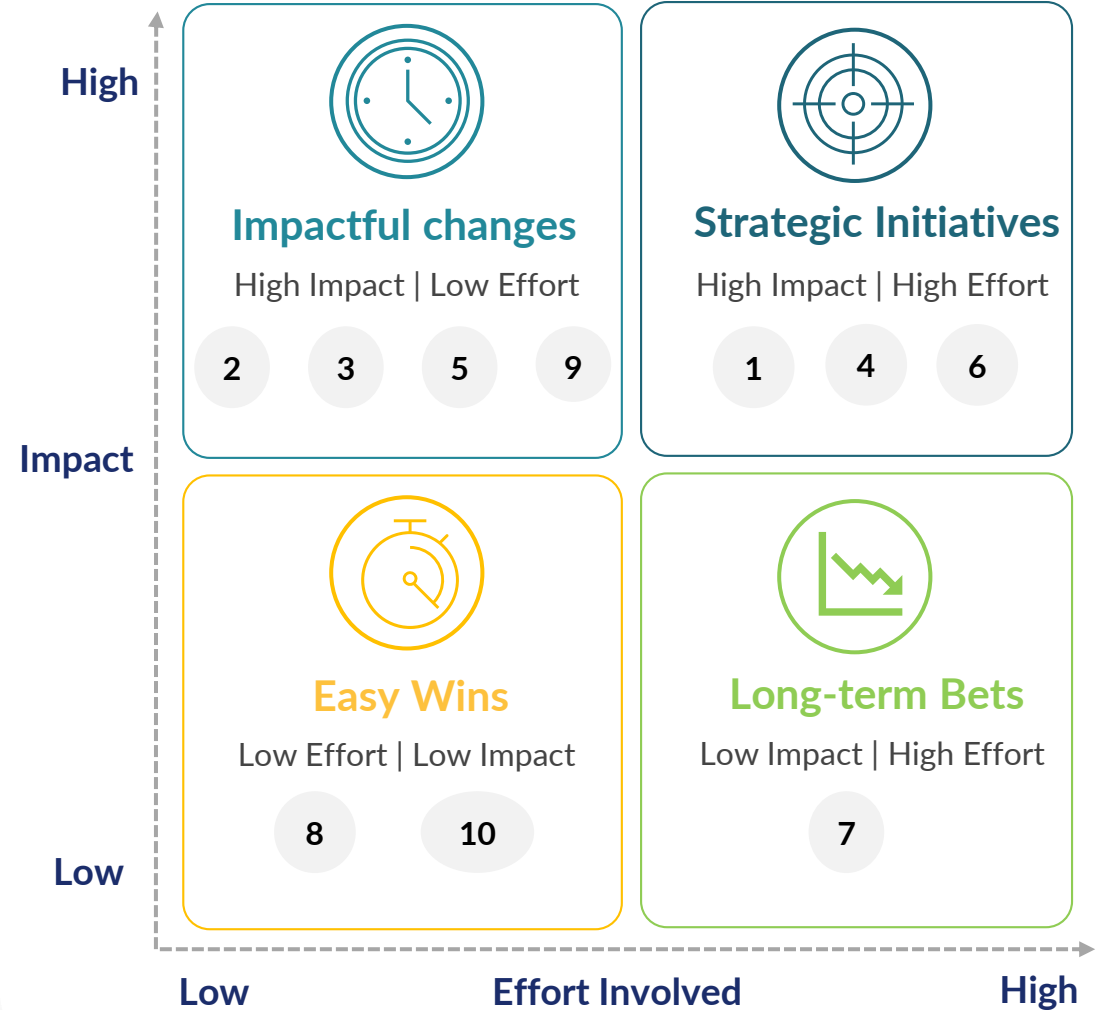
Recommendation	Use Case / Areas of Intervention	~Approx. Investment (\$)#	Estimated Time Savings (Per month)	Reference for Use case
 <p>Machine Learning Pattern Recognition/ Predictive intelligence / Knowledge Bank</p>	<ul style="list-style-type: none"> - Institutional knowledge bank built over time (Call records, Queries raised, gaps identified, Visa, training, emails, onboarding processes, etc.) enabling the system to continuously learn and improve operational intelligence. - Predictive Intelligence for proactively responding to flight disruptions and identify hiring TAT for recruitment - Historical Trends analysis to support target hiring nos, target visa applications and drop out analysis. 	<p>One time- \$50K- \$100K Recurring- \$200/ month (cloud ML APIs)</p>	<p>Long-term Capacity institutional knowledge</p>	<p>Danica Crewing</p>
 <p>Single-View Dashboard Data & Analytics Command Center</p>	<ul style="list-style-type: none"> - Power BI live dashboard across 9 towers & 6 brands + with natural language querying - Pipeline, compliance, payroll, travel & ER in one real-time view. 	<p>NA - Can be done internally</p>	<p>200 Hrs</p>	<p>BSM</p>
 <p>AI-Based Data Retrieval Email triage + ER case synopsis</p>	<ul style="list-style-type: none"> - AI based email Triage (Co-pilot) to remove manual Triage efforts - Improved employee productivity with an ability to scale operations 	<p>NA - Co pilot can be trained internally</p>	<p>250 Hrs</p>	<p>Microsoft Ecosystem</p>
 <p>AI Agents Fabric AI / Room allocation / Variable pay agent</p>	<ul style="list-style-type: none"> - AI Agent to prepare rooming lists - AI based engine for NPS based variable pay calculations - 3-file payroll reconciliation agent - AI based interview Agent (Fabric AI) 	<p>\$30K-\$37K</p>	<p>250 Hrs</p>	<p>Santander Argentina</p>
 <p>Process improvements SOP & config redesign</p>	<ul style="list-style-type: none"> - Multilingual crew training videos. - SLA based escalation Matrix - e-Migrate sea-contract pipeline, - Standardized reimbursement modules across Brands 	<p>NA - Can be done internally</p>	<p>100 Hrs</p>	<p>-</p>

Transformation Initiatives – Impact vs Effort

KEY THEMES AT A GLANCE

- 1  Centralized App
- 2  Middleware Layer
- 3  Automated Chatbots & IVR-Based Voice Agents
- 4  Centralized Helpdesk
- 5  Azure AI → OCR + NLP
- 6  Machine Learning
- 7  Single View Lifecycle Dashboard
- 8  AI-Based Data Retrieval for ER
- 9  AI Agents – Fabric AI / Email Triage
- 10  Process Improvements

IMPACT-EFFORT FRAMEWORK



Low effort = Initiatives that can be completed in <6 months
 High Effort = Initiatives that would need >6 months

Enterprise Transformation Roadmap



Today

Crewing Agency

Target

Centre of Excellence

PHASE 1

Month 1 - 6

Quick Wins

Payroll 3-way variance reconciliation engine

Travel Rooming list D-7 / D-3 automation

Recruitment Pre-screening AI assisted interviews

Travel Email Triage bot

Payroll NPS incentive & Variable Pay automation

ER AI Based Data Retrieval

Onboarding DigiLocker / eMudhra KYC auto-fill integration

All Towers Ticketing system across towers

PHASE 2

Month 6 - 12

Automation at Scale

All Towers Power BI KPI Dashboard – Across Lifecycle

Visa CC integration with pro forma form across visa types

All Towers OCR validator

Fleet People Grade advancement automatic sync between Cintra & Mistral

Recruitment Website based email notifications & chatbots for FAQs

All Towers Voice Based AI Agent

PHASE 3

Month 12 - 24

Full Stack Integration

All Towers Snowflake middleware: CC + Mistral + MAPS

Recruitment AI based recruitment engine

All Towers Single AI assistant over all crew data




Recruitment CC Mobile App

ML Machine Learning Algorithms to recognize patterns and provide analysis for Future improvements

The above phase-wise classifications are indicative in nature.

Phased roadmap to scale, digitize and integrate crewing operations from quick-win automations to AI-driven, full-stack integration over 18-24 months.

Summary of Quick Wins with Cost & Saving Estimates

Solution Themes	Initiatives	Time Savings p.a (Hours)	Indicative Implementation Cost (\$)	Indicative Savings (\$)
 AI Agents	3-way variance reconciliation engine	900	\$30K-\$35K	\$160K
	Rooming list D-7 / D-3 automation	660		
	Email triage Bot	3,000		
	NPS incentive & Variable Pay automation	360		
	AI Based Data Retrieval	300		
 AI Tools	Pre-screening AI assisted interviews	3,000	\$10K	
	Ticketing system across towers	300	\$25K	
 Integration	DigiLocker / eMudhra KYC auto-fill integration	350	\$10K	

Note: Cost is indicative and will depend on final features chosen. Time Savings are estimates based on discussions with team.



Client Background & Diagnostic Approach

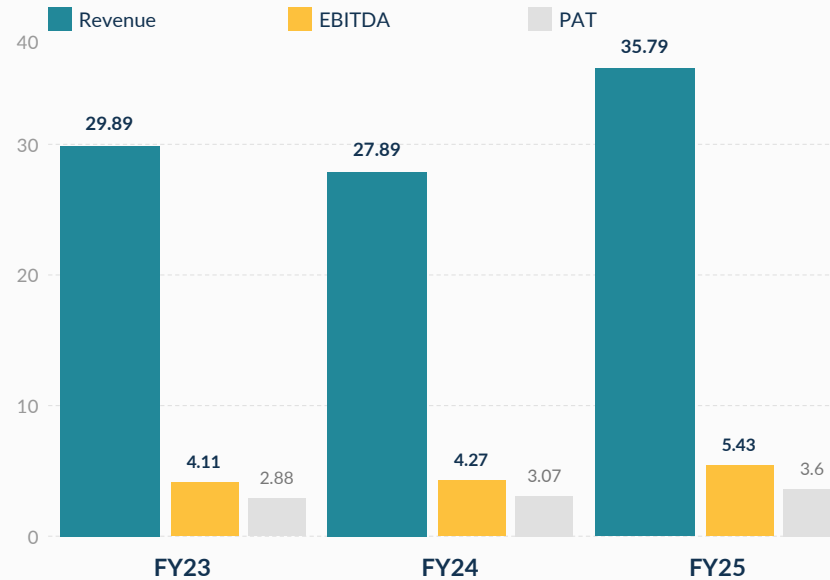


Our Understanding of Client

About Client

- 100% subsidiary of a global cruise group
- India's largest crewing company – DG Shipping licensed
- 19+ years of operational excellence since 2006
- Hire-to-retire crew lifecycle delivery center
- Sister GCC: the sister GCC (Philippines)
- 3 core ops depts + Quality & BI, Finance, IT, Communications, HR & Admin

Key Financials (₹ Crore)



Brands* Served & Scope of Service

- Brand 1**
Full lifecycle – Recruitment, Onboarding, Travel, Payroll, ER Support, Training & BI
- Brand 2**
Full lifecycle – Recruitment, Onboarding, Travel, Payroll, ER Support, Training & BI
- Brand 3**
Recruitment & onboarding of Indian seafarers
- Brand 4**
Recruitment & onboarding of Indian seafarers
- Brand 5**
Recruitment & onboarding of Indian seafarers
- Brand 6**
Recruitment & onboarding of Indian seafarers

Where Is Client Headed

Employer of Choice

India's most preferred employer in crewing – attracting & retaining the best maritime talent

Trusted Strategic Partner

Evolve from service delivery to strategic partner – co-owning outcomes for all the Group brands

Technology-Enabled CoE

Build a digitally mature Centre of Excellence with AI, automation & real-time analytics

Global GCC Reference Model

Benchmark GCC for crewing globally – replicating the sister GCC and expanding India capability

*Apart from the above, there is one more brand, Brand 7 (11 Ships), which is currently outsourcing its manning requirements to external service providers for managing its workforce needs.

Our Understanding of Client

Key Operational Metrics



22000+

Crew Members
Managed



7

Global Brands
Served



5500+

Emails handled/
Month



4,000+

Candidates
Interviewed /
Month



30 Days

Avg. Hiring
Time



USD 14

Cost Person /
Month

Opportunity Avenues (Indicative)



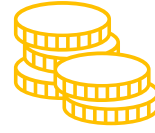
30-40%

Reduction in
Time to Hire



40-50%

Increase in
Team
Capacity



~60-80%

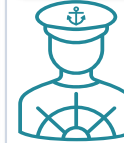
Reduction in
data entry
duplication



~70%

Real-time
App Based
Visibility

Strategic Vision



GCC Benchmark

Vision to evolve into a Global Capability Center (GCC), delivering centralized, scalable services across all brands and geographies



Crew Experience

Seamless support across the journey for higher satisfaction & retention



Cost Leadership

Automation & optimization to drive sustainable cost savings



Real-time Visibility

Unified dashboards for leadership to make data-driven decisions

Our 3-Step Diagnostic Approach

1 Discovery & Process Understanding

- 15 structured sessions with process SPOCs across all 9 service towers
- In-person process shadowing for Recruitment drives at Client Mumbai office
- Review of existing SOPs, system exports, trackers, dashboards
- On-ground process observation across all towers
- Follow-up review sessions conducted with each process team to capture current time effort, validate assumptions, and resolve additional queries identified during internal assessment.

2 Opportunity Area Identification & Categorization

- 80+ Opportunity areas documented and validated across all towers
- Each Opportunity Area validated against monthly volume, Avg time per case, error rate, downstream compliance impact
- Three-tier classification applied to every Opportunity Area

3 Categorization & Prioritization

- PI / Automation / AI Tooling classification
- Probable bandwidth release – monthly hours freed for the Client team
- Feasibility – data readiness, IT approval path, brand dependency
- Solutions matched per Opportunity Area
- Costs and Probable savings quantified, wherever possible

Phase 1: Discovery Sessions – 15 Sessions, 9 Towers

TOWER	KEY DISCUSSION AREAS AND TAKEAWAYS	SESSION
Kickoff / Cross-Functional	Macro -level pain point mapping - System fragmentation, Manual document verification, Missing Integrated app for entire crew life cycle, limited automation throughout the Organization	1 – Kickoff call
Recruitment	Candidate journey end-to-end - CC/Pinpoint/MAPS silos · Facial verification · Basic employee checks and EIF drop-off · Interview scheduling	3 – incl. shadowing session
Medical	PEME certificate manual verification · D-tree re-joiner manual upload · Manual Repatriation tracker creation. · Multiple manual dependencies in the Entire project	1 session
Training & STCW	STCW manual validation · BST/DSD confusion · DG Shipping portal	1 session
Visa	DS-160: Manual Form filing process · EIF-Data request duplication · Types of Visas processed, all having different requirements.	1 session
Payroll	Substantial number of Manual activities. Monthly manual variance reconciliations, Manual NPS base variable pay calculations. Bank forms checked manually, no OCR available	2 sessions (Payroll + Payroll Var.)
Travel & Logistics	Despite automation there are manual bookings, post D-21 shell + manual bookings arise. Rooming list D-7/D-3 manual · Emails communications is a big part of the process. Travel list manual assignment,	1 session
Onboarding & Compliances	Sign on & Sign Off Process, E-migrate form processing largely manual EIF-passport cross-check manual · Employment ID creation · Rejoiner compliance chase cycle	3 session
Fleet People Support	Expense Claim Management, Re-Rate Process, Allowance Management, Grade Advancement, Reference Letter Preparation & Bermuda ID Cards Management – All done Manually	1 session
Employee Relations	Disciplinary Action Process Mapping + Overview of Case Handling & Communication	1 session

These discovery sessions helped us with key insights into on ground challenges faced, which are covered in detail in the upcoming slides

Phase 2: Key Opportunity Areas – 25 Areas, 9 Towers (1/3)

#	Tower	Type / priority	Opportunity area	Indicative Solution	Current Hrs (per month)	Possible time savings (hours)
1	Cross-functional	APP P1	Candidate profile fragmented across systems, resulting in Duplicate data entry. No single unified view.	<ul style="list-style-type: none"> Develop an Integrated Mobile App – full candidate profile in 1 view. 24/7 self-service. 	N/A	500
2	Cross-functional	APP P1	Data exists in 5 separate systems. Data required to be key-ed in multiple times, causing duplication and risk of data inconsistencies	<ul style="list-style-type: none"> Create a single source of truth through Enterprise data Integration via Middleware/integration layer (Snowflake). 	300	250
3	Cross-functional	APP P2	Leadership lacks real-time visibility into crew onboarding and deployment pipelines, resulting in manual reporting efforts and delayed decision-making.	<ul style="list-style-type: none"> Deploy real-time operational dashboards to provide proactive visibility into workforce readiness, bottlenecks, and deployment status. 	250	200
4	Cross-functional	AI P1	5 shared Outlook mailboxes. No IVR, no WhatsApp chatbot, no self-serve FAQ – Queries checked and answered through Email itself	<ul style="list-style-type: none"> WhatsApp/IVR chatbots covering general queries. Only advanced queries flow to human. Estimated 70% inbound call reduction. 	1000	750
5	Cross-functional	PI P2	Crew (especially blue-collar) struggle with English-only materials during EIF submission, visa part 2, cert upload linked to comprehension failures.	<ul style="list-style-type: none"> Training videos in multiple languages for: Visa Part B, fee payment, interview scheduling, CC portal, assessment filling. 	40	30
6	Cross-functional	AI P3	More than 5,000 operational emails are processed manually each month, creating inefficiencies and inconsistent workload allocation.	<ul style="list-style-type: none"> AI based Email triage. SLA visibility and auto assignment across all 9 towers. 	500	250
7	Cross Functional	AI P3	Operational knowledge is dispersed across systems and individuals, limiting the organization's ability to leverage enterprise-wide AI capabilities.	<ul style="list-style-type: none"> ML mechanism for centralized datasets to train AI. Institutional Knowledge Bank to be developed as a long-term Goal 	N/A	N/A
8	Recruitment	AI P1	Pre-interview assessment: Candidate screening and interview assessments rely heavily on manual reviews, increasing recruiter effort and limiting scalability.	<ul style="list-style-type: none"> Facial recognition + English scoring + confidence scoring + fraud detection + AI interview summary via Fabric AI, rejected candidate database with reasons 	300	250
9	Recruitment	AI P3	No AI in recruitment pipeline – manual scoring, manual shortlisting, no video interview analysis.	<ul style="list-style-type: none"> AI to be trained with data collated over the years for leveraging institutional experience. 	N/A	N/A
10	Medical	AI P1	PEME certificate verification 100% manual. Error rate ~20% due to incomplete clinic submissions.	<ul style="list-style-type: none"> Azure Document Intelligence OCR agent deployed in CC. AI flags exceptional cases only for human review. 80%+ certs to be auto-processed. Error rate: 20% → near zero. 	50	40

Priority
Solution Area
APP-Centralized Application
PI-Process Improvement
AI-Artificial Intelligence (Agents, Bots)
RPA-Robotic Process Automation

Note: Current Hours & Possible Time Savings are calculated based on discussions with team members & expected savings through similar solution implementation by other players

Phase 2: Key Opportunity Areas – 25 Areas, 9 Towers (2/3)

#	Tower	Type / priority	Opportunity area	Indicative Solution	~Current Hrs (per month)	~Possible time savings (hours)
11	Compliance	AI P1	Document verification 100% manual across all towers- EIF fields vs passport or Bank detail update PDFs, ID proofs.	<ul style="list-style-type: none"> OCR reader embedded in CC. AI-assisted checks – only exceptions need human intervention. Digi Locker integration for KYC auto-fill. 	70	65
12	Onboarding /e-Migrate	PI P2	e-Migrate can only be processed after sea-contract signed. Manual reports extracted from Mistral to check for Signing status	<ul style="list-style-type: none"> Power Query/VBA automated pipeline + automated emails to crew member with CC to relevant Client logistics coordinators. 	35	30
13	Onboarding/ e-Migrate	RPA P3	Daily e-Migrate prep: 20 hrs/month. INDOS not in Mistral – retrieved manually from DG website.	<ul style="list-style-type: none"> Store INDOS permanently in Mistral. Run Power Query to generate e-Migrate-ready file, flags D-15 obligations proactively. 	20	15
14	Onboarding	AI P2	Employment ID creation: 6-step fully manual. No automated trigger from EIF submission to Mistral ID creation.	<ul style="list-style-type: none"> Automated EID creation with 48-hour SLA in Mistral. Power Automate triggered on EIF submission + Automated reminders 	20	15
15	Payroll	RPA P1	3-file variance reconciliation (Mistral timeline vs. Cintra current month vs. prior month Excel) done 3–4x/month manually.	<ul style="list-style-type: none"> Automated 3-way AI reconciliation engine: scheduled daily run, surfaces variances in real time. AI auto-generates variance report for further analysis 	100	75
16	Payroll	RPA P1	Variable pay processing (NPS based incentive, for ~20 voyages/month) is entirely manual	<ul style="list-style-type: none"> End-to-end variable pay automation via an AI agent. Human intervention only required for exceptions highlighted 	40	30
17	Payroll	PI P3	Payment processing- Interface error log monitored reactively – errors surface at month-end rather than daily.	<ul style="list-style-type: none"> Dashboard with list of exceptions emailed to respective team members for clearing the log within defined TAT. 	20	12
18	Training	AI P3	Pre-employment training payment requires manual record creation in Cintra.	<ul style="list-style-type: none"> Auto-trigger payment creation off a contract-signing event in Mistral/CC. When Sea-Contract marked signed → auto-generate Cintra training payment record. 	10	7
19	Travel	RPA P1	Rooming list for each port turnaround is prepared manually.	<ul style="list-style-type: none"> Rooming list automation via AI Agent. Only exceptions to be reviewed. 	75	55
20	Travel	PI P1	Post-D-21 flight change notifications sent manually.	<ul style="list-style-type: none"> Build bot for post D-21 flight change notification as well. 	N/A	N/A

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Solution Area
APP-Centralized Application
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Note: Current Hours & Possible Time Savings are calculated based on discussions with team members & expected savings through similar solution implementation by other players

Phase 2: Key Opportunity Areas – 25 Areas, 9 Towers (3/3)

#	Tower	Type / priority	Opportunity area	Indicative Solution	~Current Hrs (per Month)	~Possible time savings (hours)
21	Travel	AI P1	20% of flights (1000 no's) in shell queue – 200 tickets booked manually- 10-15 min for each booking.	<ul style="list-style-type: none"> Rule-based auto-routing for top 3-4 mismatch types. Rightrez integration for reshop automation post D-21. 	40	30
22	Employee Relations	AI P2	ER cases are confidential and may involve legal issues. All communication over email with no unique reference.	<ul style="list-style-type: none"> Develop a Co-pilot agent to read, summarize, and SLA-track ER cases. Full audit log. Human-in-loop mandatory for legal escalation. 	Varies upon type of cases	N/A
23	Fleet People	PI P3	1,000-1,500 expense re-imbusement claims/months. 2 dedicated staff members work on these items	<ul style="list-style-type: none"> Migrate to CC native expense module. Auto-Mistral check at submission. Auto-push approved claims to Payroll/Cintra. 	140	120
24	Visa	APP P2	Visa proforma is a separate MS Form sent to crew after EIF asking for data already collected in EIF.	<ul style="list-style-type: none"> Visa proforma embedded within CC, post-EIF stage. Details auto-flow from previously validated EIF data. 	30	15
25	Training	AI P1	BST and DSD certificate numbers manually typed by crew – ~35% error rate because the two cert numbers look similar.	<ul style="list-style-type: none"> OCR agent + auto-extraction of cert numbers from uploaded certificate images (AI agent). Format validation, field non-editable-post extraction. 	40	35

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 Solution Area
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External Benchmarking & Industry Best Practices



AI in Action – Real Life Case Studies



Integrated AI Platform

Hamburg, Germany



Before smartPAL

- Siloed: crew, payroll, maintenance all separate
- Manual cert expiry tracking – high compliance risk
- No real-time fleet/crew visibility for shore staff
- Manual reporting requiring data collation

After SmartPAL + AI (From 2020)

- Single platform: crew, payroll, maintenance, compliance, accounting all integrated
- Automated cert alerts – compliance continuously monitored
- LiveFleet: real-time KPI monitoring on mobile, anywhere, anytime
- AI predictive maintenance: hull condition, fuel efficiency

670+ vessels
On single AI-integrated platform

40,000+ seafarers
On unified digital lifecycle

AI + ML + IoT
Embedded across all modules

Real-time Compliance & KPI visibility – anywhere, anytime

AI + ML + IoT integration shifted the operating model from reactive issue management to predictive decision-making



Maritime crewing – identical business model

Bergen, Norway

AI platform launched April 2024

Before AI Platform

- Manual contact per seafarer per vacancy
- Manual salary negotiation and document collection
- Days-to-weeks vacancy-to-shortlist cycle
- Human-only screening across 65,000+ database

After AI Platform

- ML instantly matches candidates to vacancies
- AI automates initial salary negotiation & communications
- Platform self-learns – gets faster with every interaction
- AI chatbot handles all applicant queries 24/7

65,000+ Seafarers now AI-matched (was fully manual)

24/7 Automated candidate engagement

Self-learning ML improves with every hire cycle

Short-notice Supply now viable -was impossible manually

Danica having a similar business model as Client – uses AI to manage its large seafarer pool, match-to-vacancy hiring processes, automate compliances and manage high transaction volumes with ease.

AI in Action – Real Life Case Studies



Doha, Qatar

AI Skyways

Before AI Skyways

- AI used in isolated pockets – not enterprise-wide
- No unified AI measurement framework for ROI
- Flight scheduling, crew assignment, customer service operating in silos
- Manual processes limiting scalability

After AI Skyways (from Aug 2025)

- Dedicated Value Realisation Office – every AI initiative has measured ROI
- Unified data platform replacing information silos
- Enhancing predictive maintenance

Customer personalization

Unified Platform



Information Silos removed

Crew scheduling



AI based crew scheduling

Qatar Airways' AI Skyways is an AI Tool that manages Crew Scheduling, Predictive analytics and enables data driven decision-making.



Dubai, UAE

hirevue* AI platform launched Dec 2024

Before Hirevue

- Up to 10,000 manual applications per role
- Academic credential proxies driving selection – not skills
- Inconsistent candidate experience at volume
- Top talent lost to faster-moving competitors

After Hirevue

- AI video/game-based assessments handle 10,000-app scale
- Skills-based evaluation – no academic proxies
- Consistent, fair experience for every candidate
- Faster shortlisting – best talent secured first

10,000 Applications per role – now AI-handled

Skills-based Replacing credential proxies

70M+ Video interviews on HireVue globally.

60%+ Fortune 100 use HireVue for volume hiring

AI-enabled screening transformed high-volume recruitment into a scalable and standardized process.

Usage of AI generated Voice and Text Bots

Bajaj Finance disbursed ₹ 1600 Cr (10% of total) through AI voice & text bots

Q3 FY26 LOAN DISBURSEMENTS VIA AI BOTS

₹1,568 Crores

~10% of total Q3 FY26 disbursals (₹16,545 Cr)

CUSTOMER CALLS

20.7 M

voice-to-text conversions in Q3 FY 26

AI-GENERATED OFFERS

1.0 L

new loan offers from voice data

TEXT-TO-DATA

5.2 L

structured data extractions

DIY CUSTOMER SERVICE

48%

now handled by AI voice & text bots

Business Unlock was data, not the bot. Existing call recordings became underwriting fuel.
Similarly, Client has 1 year of call recordings, leveraging the same to analyze crew behavior can unlock significant value levers

Machine Learning – From Basic Pilot to Competitive Necessity

The maritime AI market tripled in a single year. Organizations that move now set the baseline others will spend years chasing.



Maritime & Fleet

- Voyage optimization – ML models cut fuel burn 5–10%
- Predictive maintenance – 25% fewer unplanned events
- Route intelligence – real-time weather + traffic analysis
- Emissions compliance – automated CII / MRV reporting

▶ Maersk: ROI exceeded projections within 18 months

Cruise Operations

- Crew rotation optimization – AI-driven scheduling models
- Dynamic demand forecasting – berth-level occupancy prediction
- Energy management – AI HVAC + propulsion load balancing
- LLM guest assistants – 40+ languages, 24/7 resolution

▶ AI energy mgmt. directly supports EU ETS compliance from 2024

Finance & Risk

- Fraud detection – ML processes millions of tans per second
- Liquidity forecasting – LSTM models beat ARIMA accuracy
- Payroll anomaly detection – flags mismatches before pay run
- Spend analytics – NLP-driven GL categorization at scale

▶ AI models hit 99.3% forecasting accuracy vs traditional methods

Areas wherein Client stands a significant chance to act as a Business partner from a mere Transaction processor

Machine Learning – From Basic Pilot to Competitive Necessity

Royal Caribbean's 2024 AI deployment is the industry proof point. The same levers are accessible to every premium brand.

The Proof Point

Royal Caribbean · 2024

+19%

Ancillary revenue per passenger

Deployed across Symphony of the Seas & Wonder of the Seas

What the ML model does:

- Analyses booking history, dining prefs, activity participation & onboard spend patterns
- Builds granular passenger profiles – updated voyage to voyage
- Recommendation engine surfaces personalized dining, excursions, spa, entertainment
- LLM virtual assistants handle complex queries in 40+ languages, 24/7



Dynamic Pricing

Yield +8–15%

Industry benchmark – dynamic pricing adoption

ML models set cabin and package prices in real-time based on demand signals, booking velocity, and competitive intelligence – maximizing yield without manual intervention.



Demand Forecasting

Forecast accuracy: 92–95%

vs 70–75% for traditional time-series

Historical booking patterns + macroeconomic signals train ML models to predict berth demand 12–18 months ahead – enabling smarter capacity deployment and marketing spend.



Ancillary Upsell

Conversion 3–5x

vs non-personalized offers

Real-time nudges delivered through the cruise app, cabin TV, and crew tablets – each personalized to the individual guest's profile and voyage moment.



Churn Prevention

Loyalty churn –12%

Personalization-driven retention modelling

ML identifies at-risk loyalty members from behavioral patterns, enabling targeted retention campaigns before repeat-booking windows close.

Machine Learning: The Catalyst for Client's Future Service Portfolio



Proof of Concepts (POCs)



POC 1- Fabric – AI Interviewer Bot Demo

AI Interviewer

Resume screening + first-round interviews automated, instant, at any scale.
No major process overhaul required.

HOW IT WORKS



Never Misses a Follow-Up

AI INTERVIEW TRANSCRIPT (BOT & CANDIDATE)

Fabric AI Interview · F&B Steward · the parent group LIVE

the parent group

Tell me about a time you handled a difficult guest complaint – walk me through exactly what happened and how you resolved it.

On my MSC contract, a guest was upset about a cold meal during formal dinner. I apologized, personally went to the galley, returned with a fresh plate in 8 minutes. He left a positive comment card.

Good. What did you say in the first 60 seconds – before going to the galley? How did you manage his emotions in that moment?

I made eye contact and said: 'I completely understand, this is unacceptable and I will fix it right now.' No excuses, no blaming the kitchen.

91 Attitude 87 Communication 0% AI assist Low Cheat risk

CANDIDATE REPORT

VS **Vikram Sharma**
F&B Steward · CUK / Brand 1 Application

✓ RECOMMEND

88 Overall 91 Soft Skills 84 Technical 86 Culture

SKILL BREAKDOWN

Communication	87%
Guest handling	91%
Problem solving	82%
English fluency	79%
Culture fit	86%

AI INSIGHTS

- Strong de-escalation instinct – acknowledged the problem before seeking a solution. Guest-first mindset evident.
- English fluency conversational with minor hesitations – does not impact performance for this hospitality role.
- No AI cheating tools detected. No suspicious pauses or copy-paste patterns. Confidence: genuine responses.

✓ Advance || Hold ✗ Decline

KEY FEATURES



Detects AI Cheating

Only platform detecting Cluely & Interview Coder in real-time during interview.



Feels Human (~0ms)

Lifelike AI voice. Candidates prefer it over traditional phone screens.



Instant Rich Reports

Tech + soft + culture + cheat score generated right after every interview.

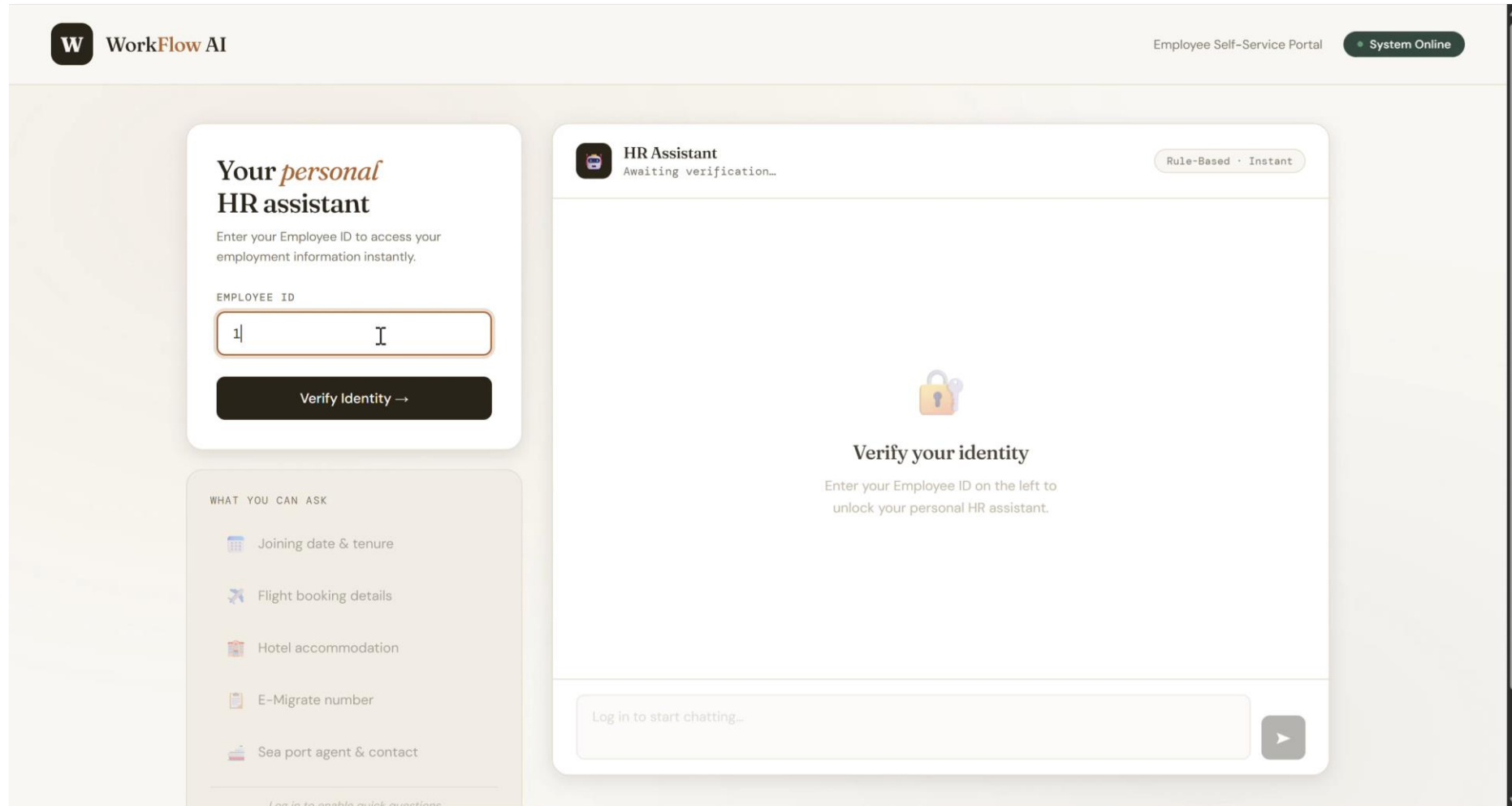


Screens 10K+/Day

Applications screened the moment they apply – 24/7, no scheduling needed.

Note: Purpose of this slide is not to recommend a product but suggest a solution theme.
Source: [Company Website](#)

POC 2- Chatbot Assistant



This chatbot can be integrated with the cruise careers platform. The bot can fetch details from 1 common data source that comprises of all details pertaining to a candidate's onboarding + staffing journey.

POC 3- NPS Incentive Calculation AI Agent

NPS Tip Distribution

Rule-based crew disbursement by seniority & brand multiplier

Manual Entry Excel Upload

BRAND & MULTIPLIER

Select a brand to auto-fill its multiplier, or set a custom value.

Custom 110% Starline 112% Oceanic 115% LuxWave 120% Harbor Co. 108% Royal Crest 125%

Guest tip received (₹) Brand multiplier (%)

20000 110 Brand top-up active

CREW MANIFEST

NAME	ROLE	WT PTS	SUGGESTED
Capt. Sharma	Captain	10	10 pts
John R.	First Officer	8	8 pts
Maria T.	Waiter	5	5 pts
Raj K.	Waiter	5	5 pts
Priya S.	Deckhand	4	4 pts

+ Add crew member

Calculate Distribution

NPS Calculation Bot which can factor in Brand Specific Incremental Pay Rules + Account for Seniority of Rank and have a feature of Bulk upload of excel to calculate NPS Incentive Payouts.


POC 4 – Room Allocation AI Agent

Room Allocator

Rule-based room assignment using rank, gender, and arrival windows

STEP 1 Upload your template

Drop your filled template. The app reads two sheets: Personnel and Rank Rules.



Drop your Excel file here
or click anywhere in this box to browse

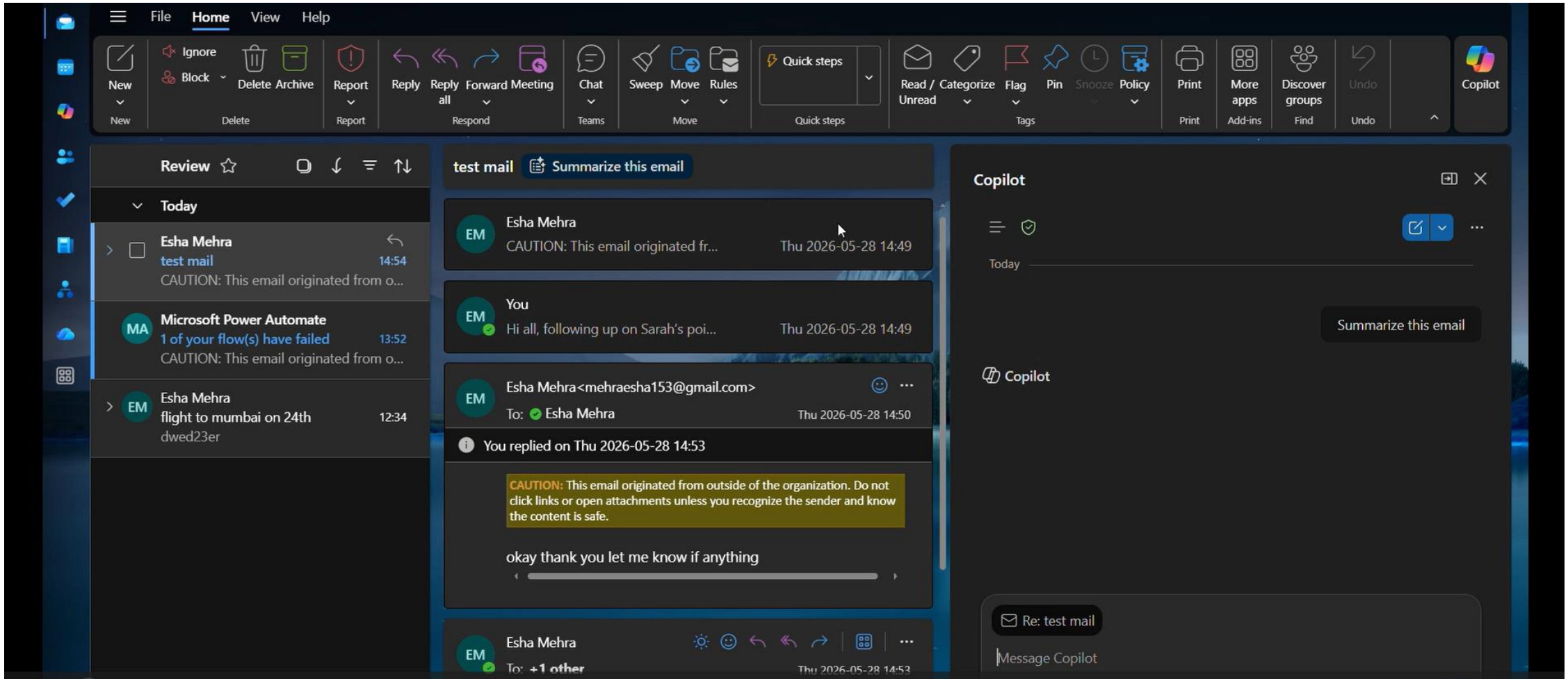
How allocation works

What this agent applies, in order.

- 1 Rank → Room Type**
Each rank maps to Single or Double per the Rank Rules sheet.
- 2 Same-Gender Sharing**
A Double can only hold people of the same gender.
- 3 4-Hour Arrival Window**
Two sharing a Double must arrive within 4 hours of each other.
- 4 Time Grouping**
Within rank+gender, people with closer arrival times are paired first.
- 5 Solo Fallback**
If no compatible pair exists, the person gets a Double alone (flagged).
- 6 Auto-numbered Rooms**
Rooms are unlimited. Singles → 101+, Doubles → 201+.

Room Allocator Bot can be fed in with some standard sorting & filtering rules – Rank based room allocation, Same Gender Sharing rooms, Arrival Time Batching, etc. Based on this an excel ready output can be generated.

POC 5 – CoPilot based ER Summaries



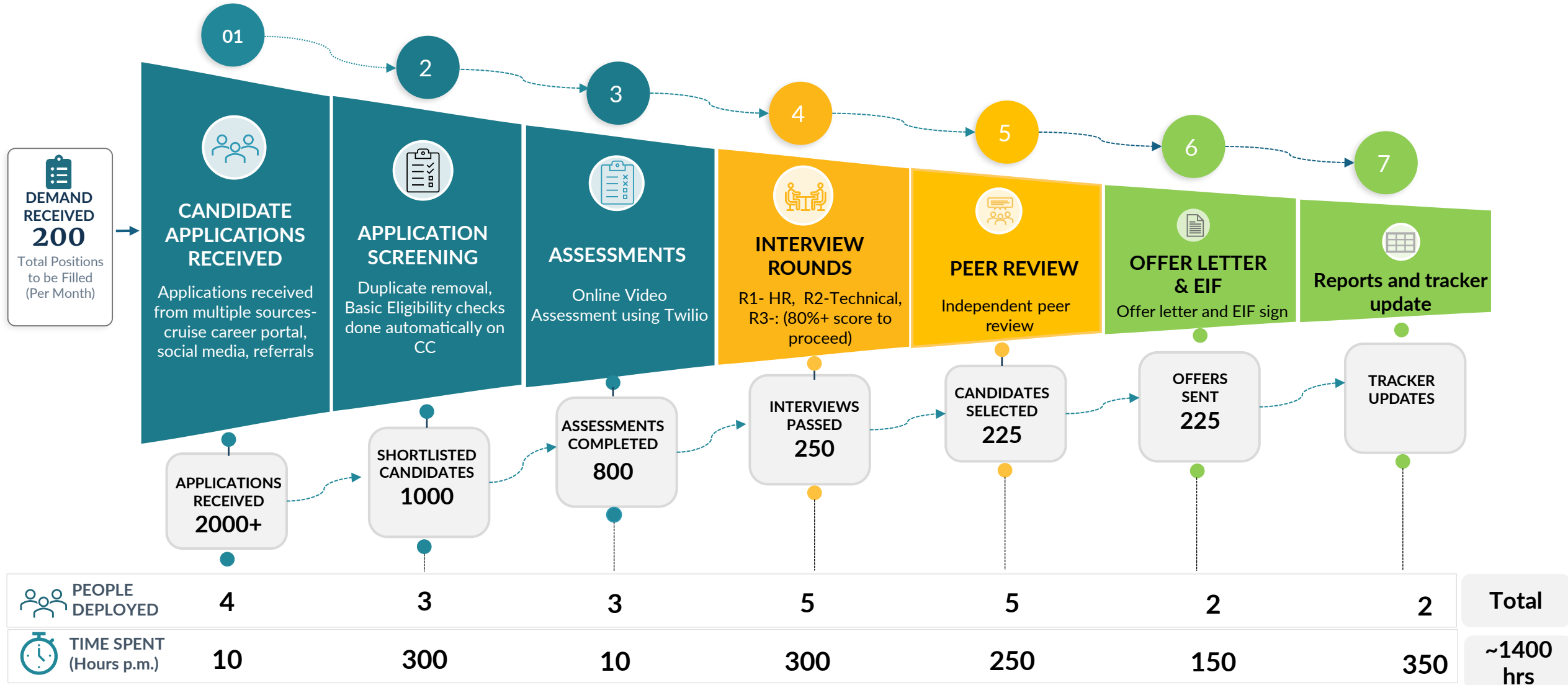
Creating AI based summaries help reduce manual preparation of Case documents as well as eliminates Human bias. This model can also be trained to give in answer in a specific format.



Process Assessments - Current & Future State



Recruitment – Current State Assessment



KEY OPPORTUNITY AREAS IDENTIFIED

- Disconnected Systems
- Manual Work & Duplication-
- Late BGV & Drop-offs
- No Real time Visibility for Top Management
- No Automated Reminders
- No Database/ ML mechanism for future
- Manual interview slots, High Admin Load

Recruitment – Future State KPI & Value Impact

Current State KPI

AVG. TIME TO HIRE NA	BGV FAILURE RATE 2%	MANUAL DATA ENTRY COUNT 2 / Day	RECRUITER PRODUCTIVITY (INTERVIEWS/DAY) 25 / Day	CANDIDATE SATISFACTION Medium	NO-SHOW RATE 50%
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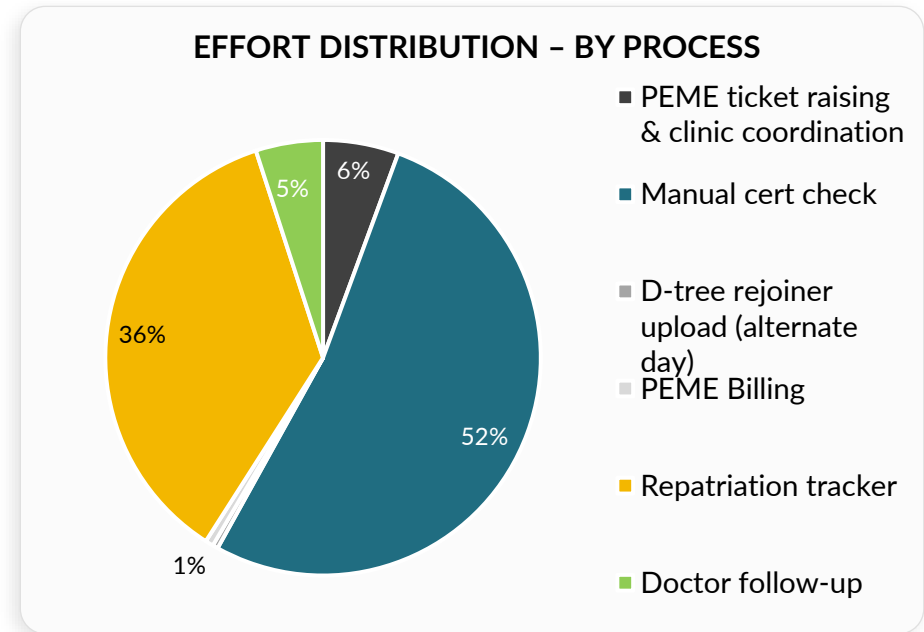
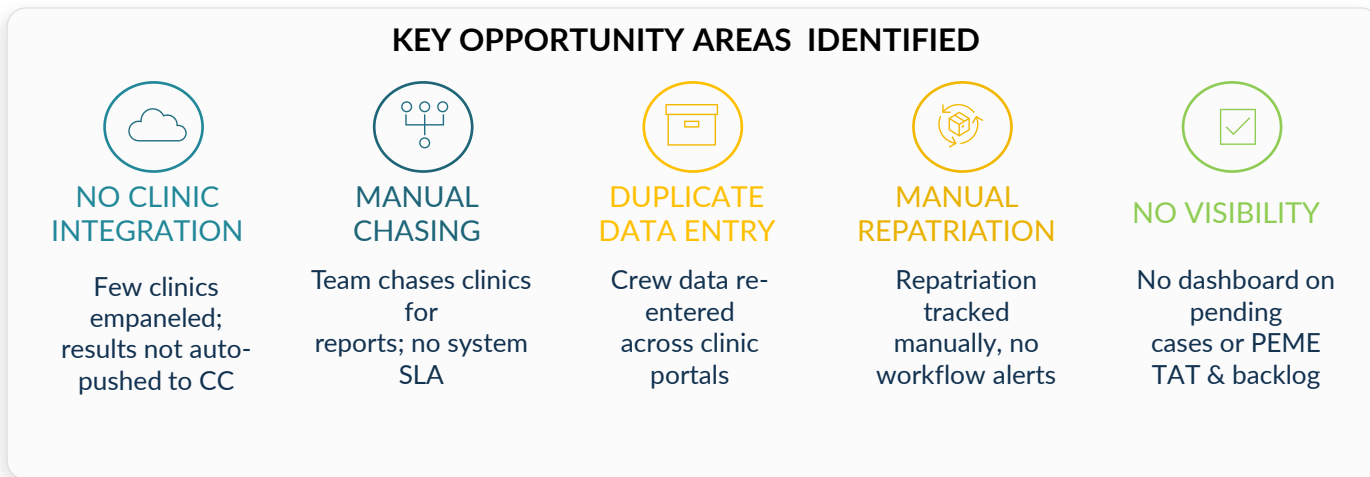
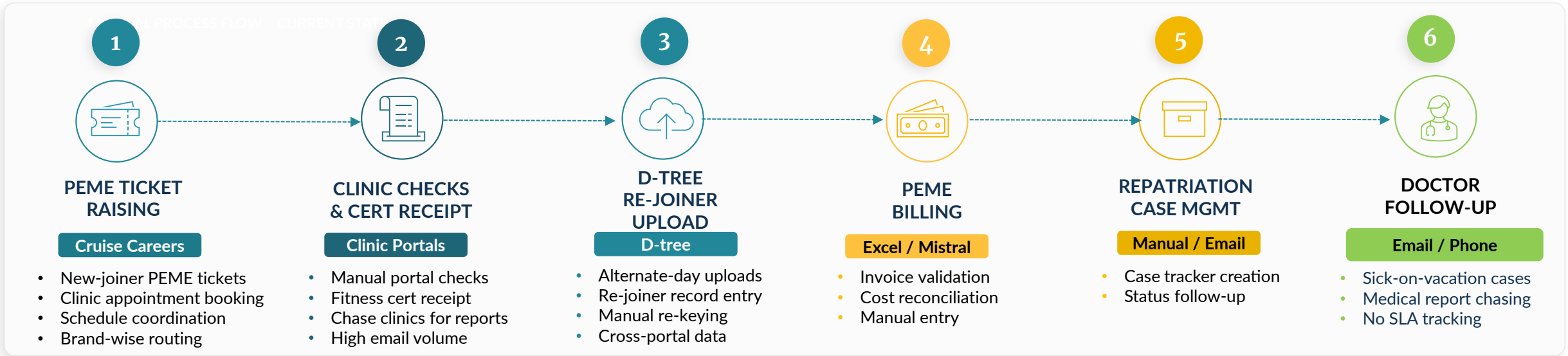
Faster Pipeline & Smart Sourcing AI-driven sourcing, intelligent matching & automated shortlisting with scoring FABRIC AI	Automation & Data Intelligence Auto data capture, deduplication & real-time dashboards Azure AI Foundry	Verification & Risk Intelligence AI-powered BGV, risk scoring & fraud detection Azure AI Foundry	Recruiter Productivity Suite AI summaries, auto scheduling, templates & next-best actions Azure AI Foundry	Candidate Engagement Personalized comms, self-serve status, chatbot & reminders Azure AI Foundry	Analytics End-to-end analytics, A/B testing & data-driven decisions Azure AI Foundry
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Future State KPI

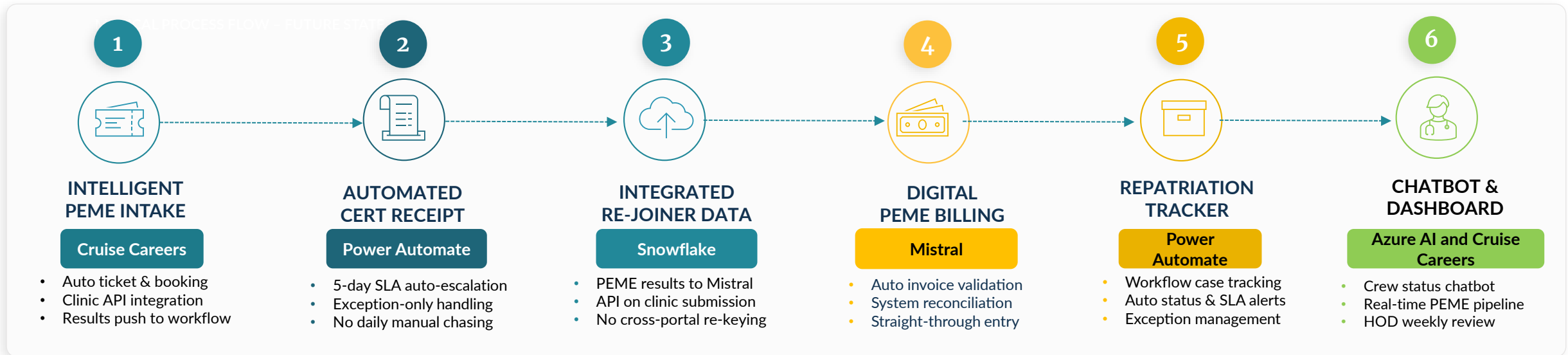
AVG. TIME TO HIRE 20 Days	BGV FAILURE RATE 2%	MANUAL DATA ENTRY TIME (PER CANDIDATE) 2-3 Mins	RECRUITER PRODUCTIVITY (INTERVIEWS/DAY) 50 / Day	CANDIDATE SATISFACTION High	NO-SHOW RATE 25%
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Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members

Medical Ops – Current State Assessment



Medical Ops – Future State KPI & Value Impact



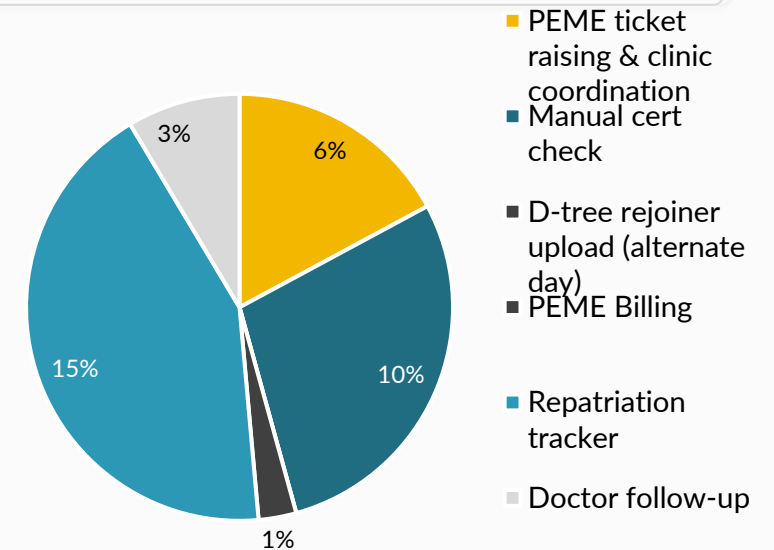
ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 Clinic APIs, Cruise Careers, Mistral & Snowflake middleware
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process
- People & Capability**
 Skilled team, clear roles & continuous learning culture

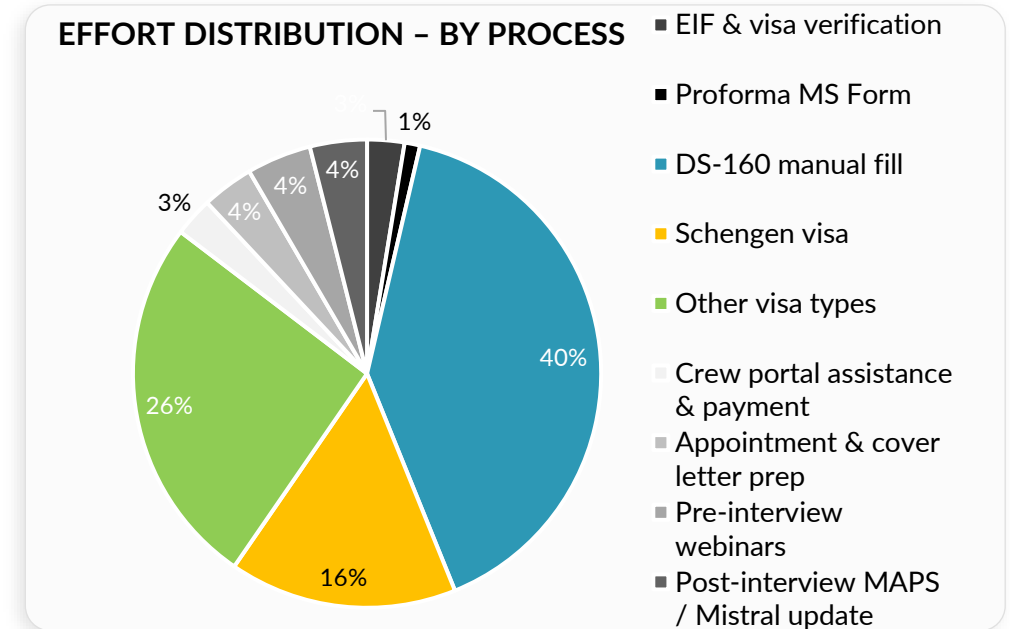
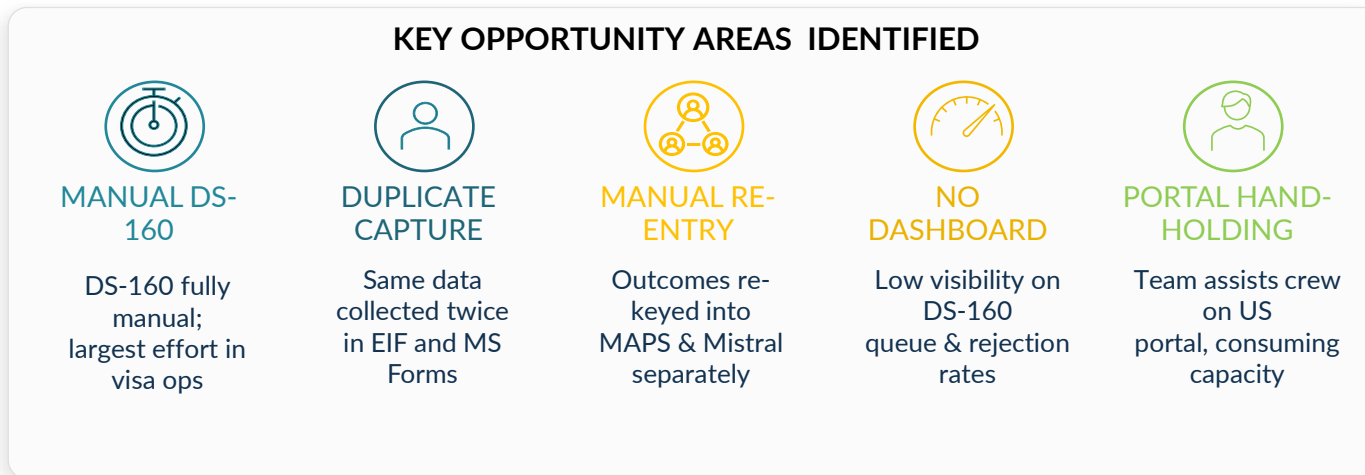
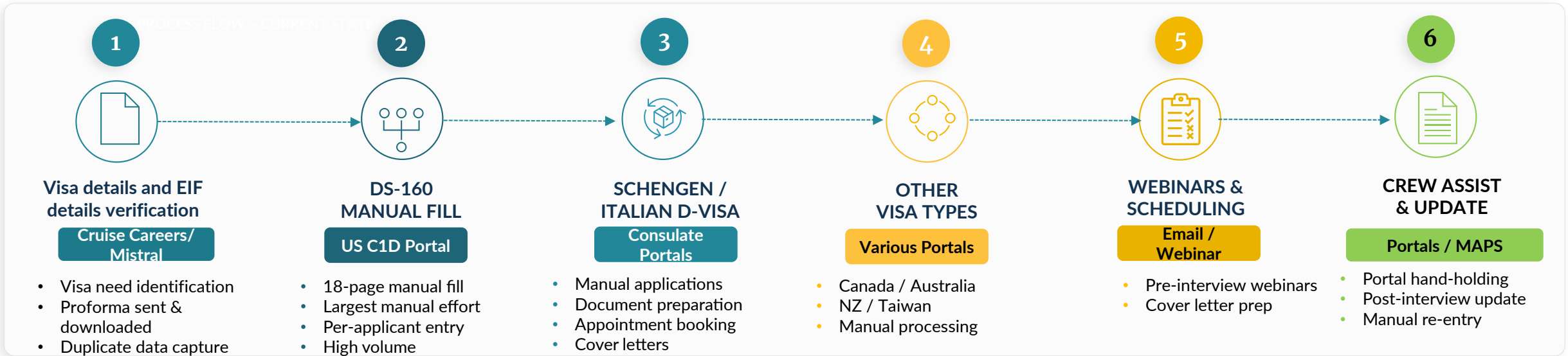
KPI IMPROVEMENT – CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
	Cert Verification Accuracy	80%	≥ 98%	↑
	PEME Report Receipt	Manual Chase	5-Day SLA	↑
	Repatriation Tracking	Manual	Automated	↑
	Pipeline Visibility	None	Power BI	↑

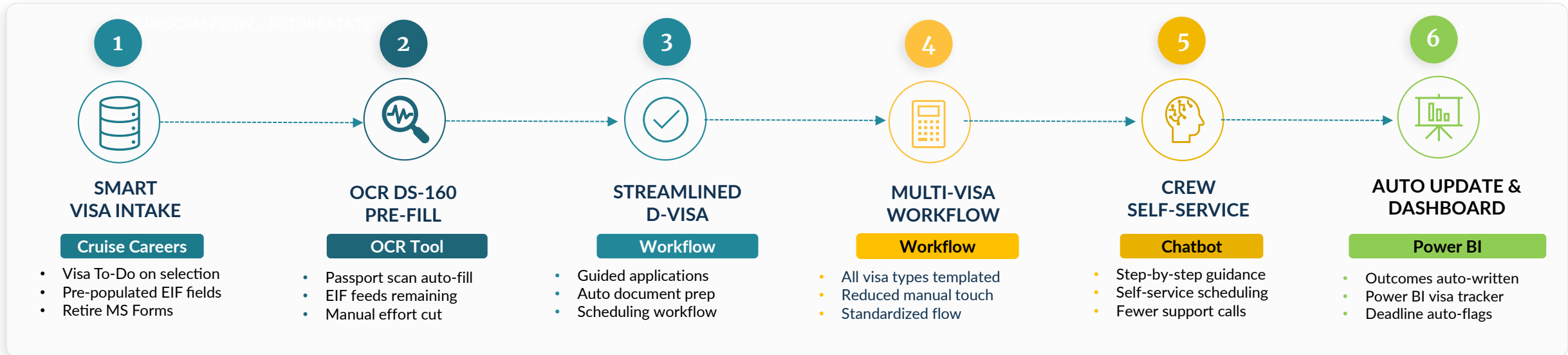
FUTURE STATE EFFORT DISTRIBUTION



Visa Ops – Current State Assessment



Visa Ops – Future State KPI & Value Impact

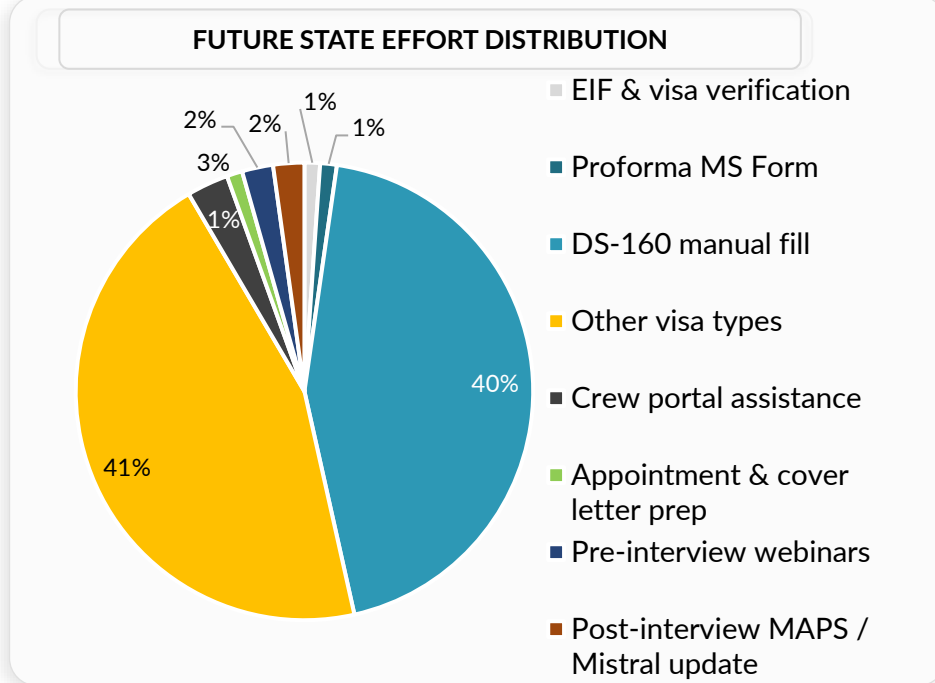


ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 Cruise Careers, Cognito, OCR, MAPS & Mistral via middleware
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process
- People & Capability**
 Skilled team, clear roles & continuous learning culture

KPI IMPROVEMENT – CURRENT vs FUTURE STATE

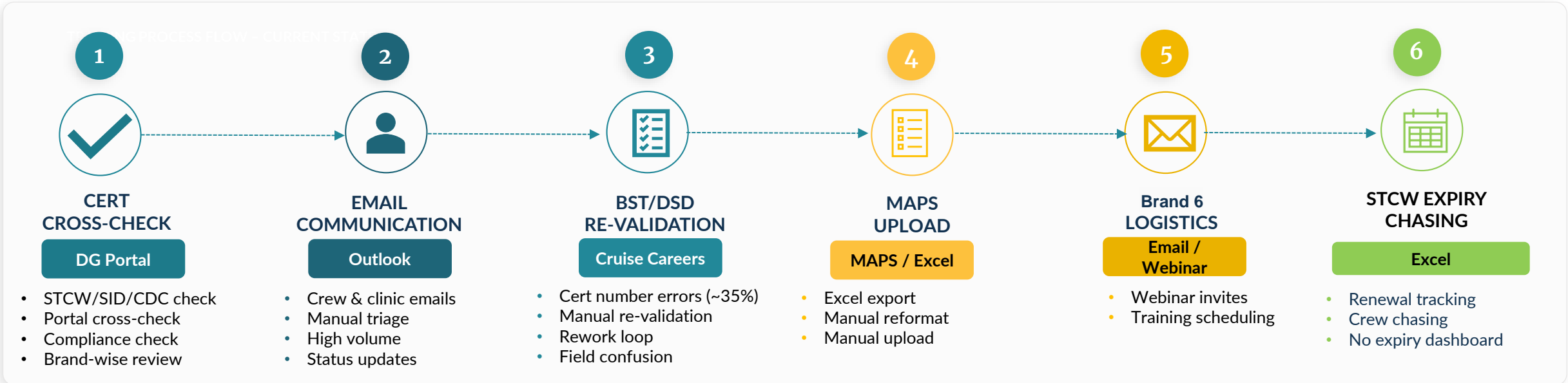
KPI Area	KPI Metric	Current State	Future Target	Change
✓	Data Capture Accuracy	80%	≥ 98%	↑
✗	Visa Rejection %	35%	< 20%	↓
👤	DS-160 Performa Fill	Fully Manual	OCR Pre-fill	↑
📊	Pipeline Visibility	Excel	Power BI	↑



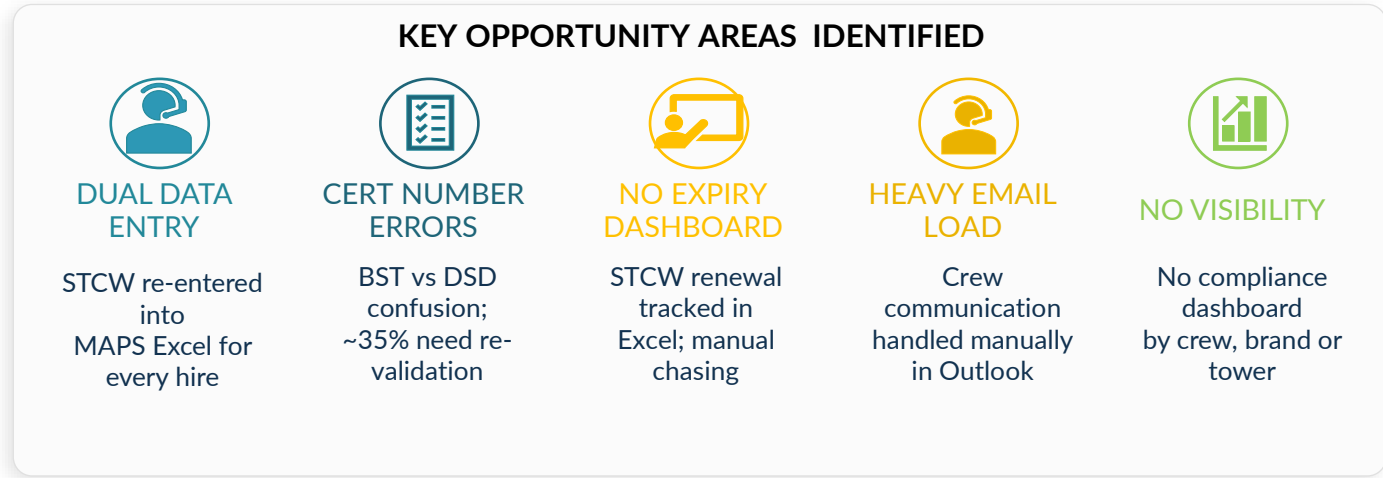
Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members

Training Ops – Current State Assessment

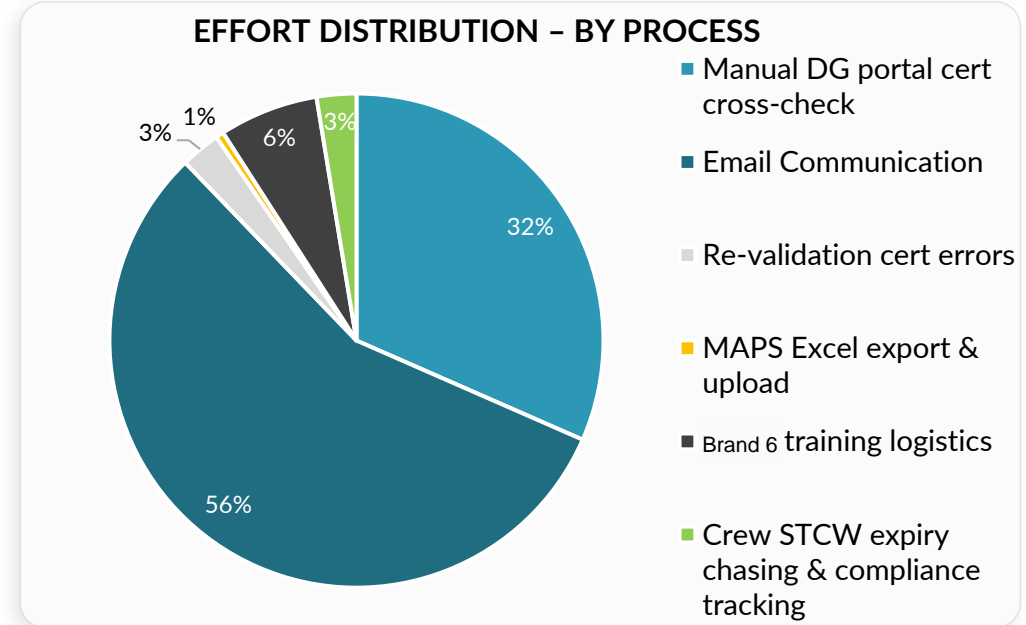
PROCESS FLOW – CURRENT STATE



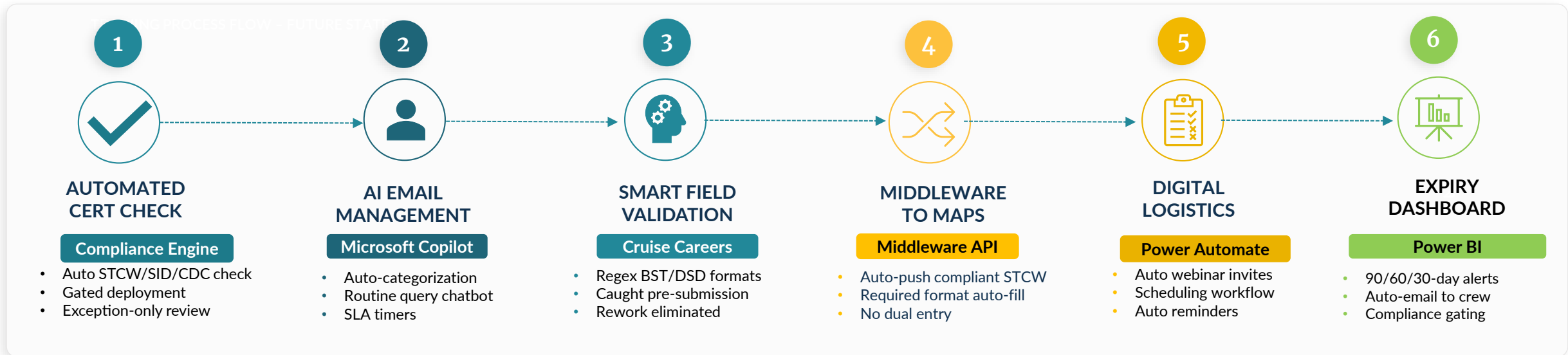
KEY OPPORTUNITY AREAS IDENTIFIED



EFFORT DISTRIBUTION – BY PROCESS



Training Ops – Future State KPI & Value Impact

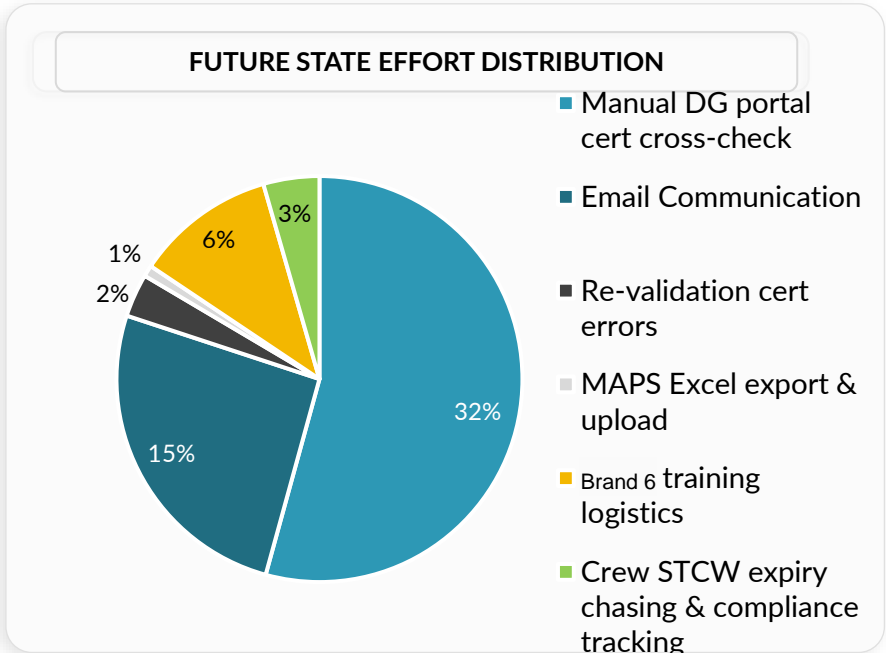


ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 Cruise Careers, DG Portal, MAPS & Power BI via middleware
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process
- People & Capability**
 Skilled team, clear roles & continuous learning culture

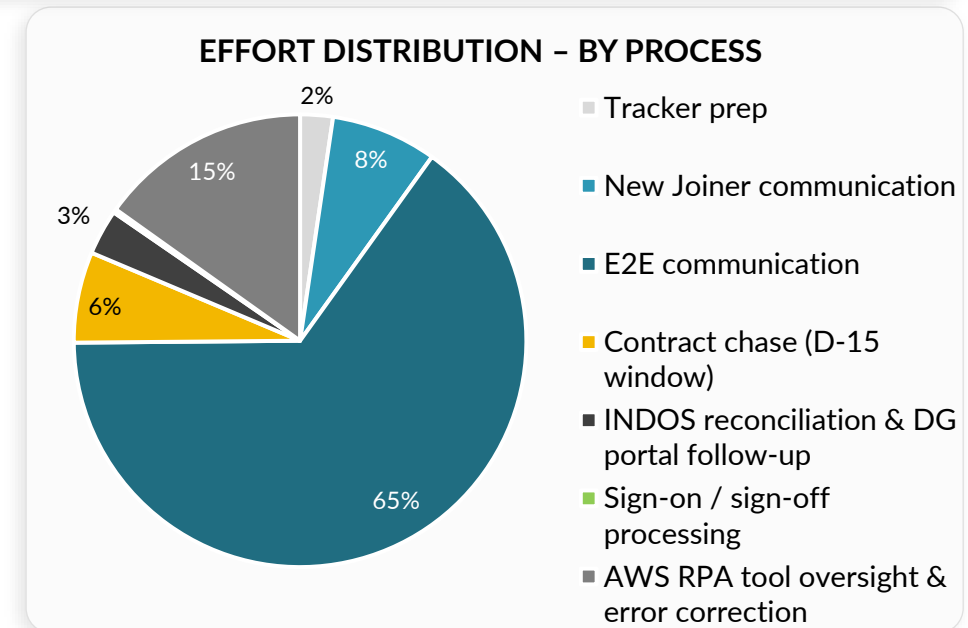
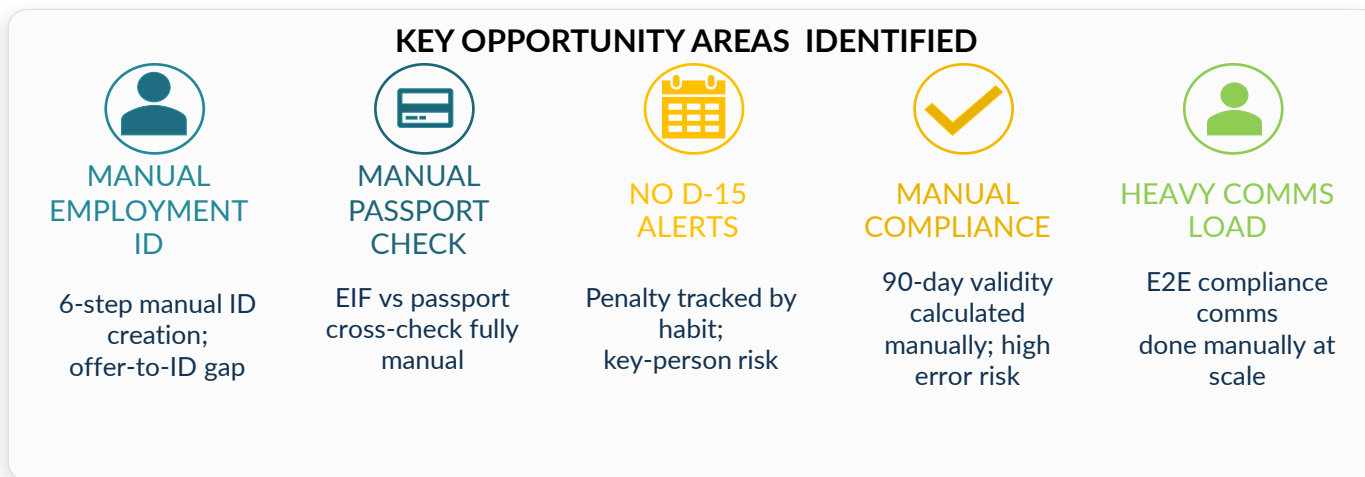
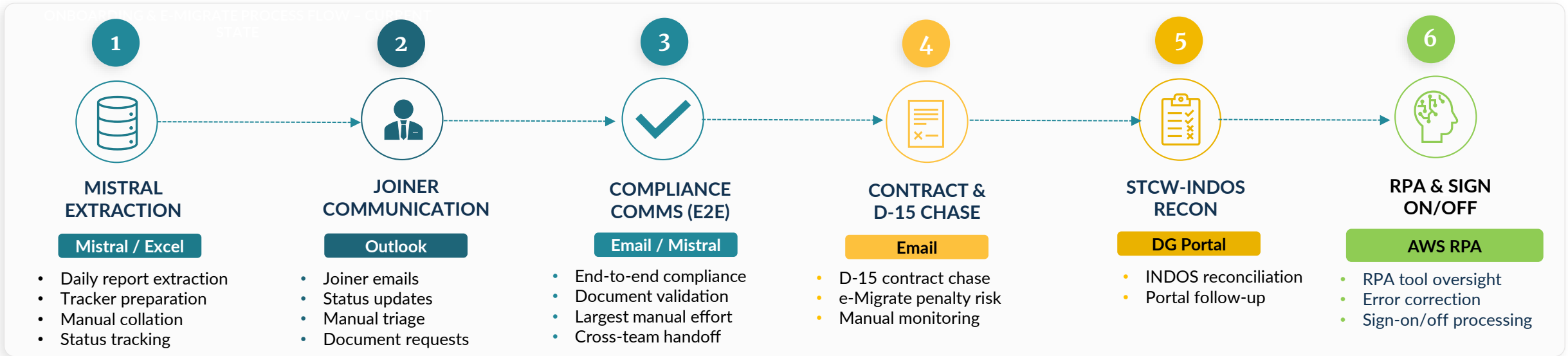
KPI IMPROVEMENT - CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
Database icon	Dual Data Entry	Manual	API Auto-push	↑
Calendar icon	BST/DSD Re-validation	~35%	< 5%	↓
Gauge icon	Expiry Tracking	Excel	Power BI Alerts	↑
Checkmark icon	Compliance Visibility	None	Real-time	↑

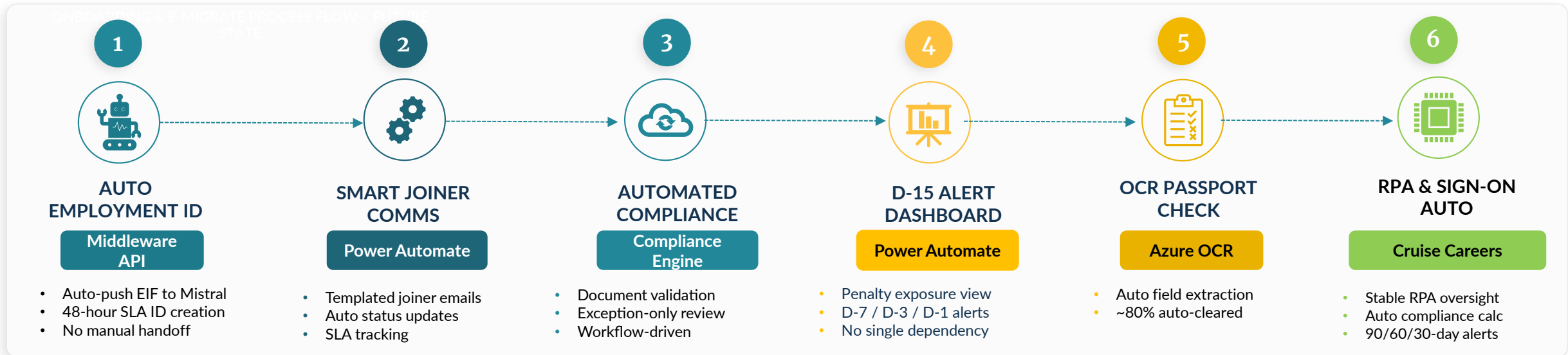


Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members

Onboarding and E-migrate – Current State Assessment



Onboarding and E-migrate – Future State KPI & Value Impact

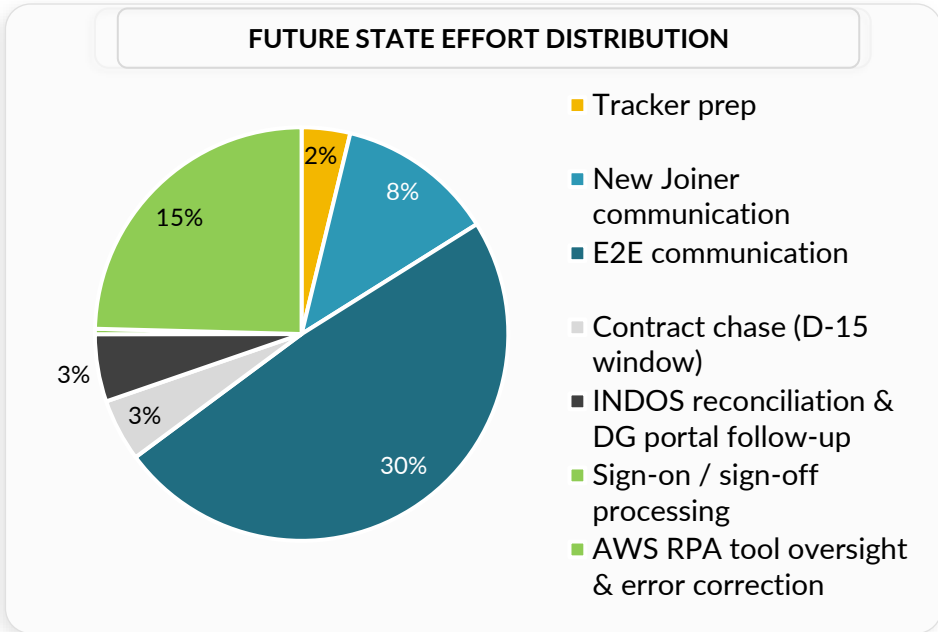


ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 Cruise Careers, EIF, Mistral, Azure OCR & AWS RPA
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process
- People & Capability**
 Skilled team, clear roles & continuous learning culture

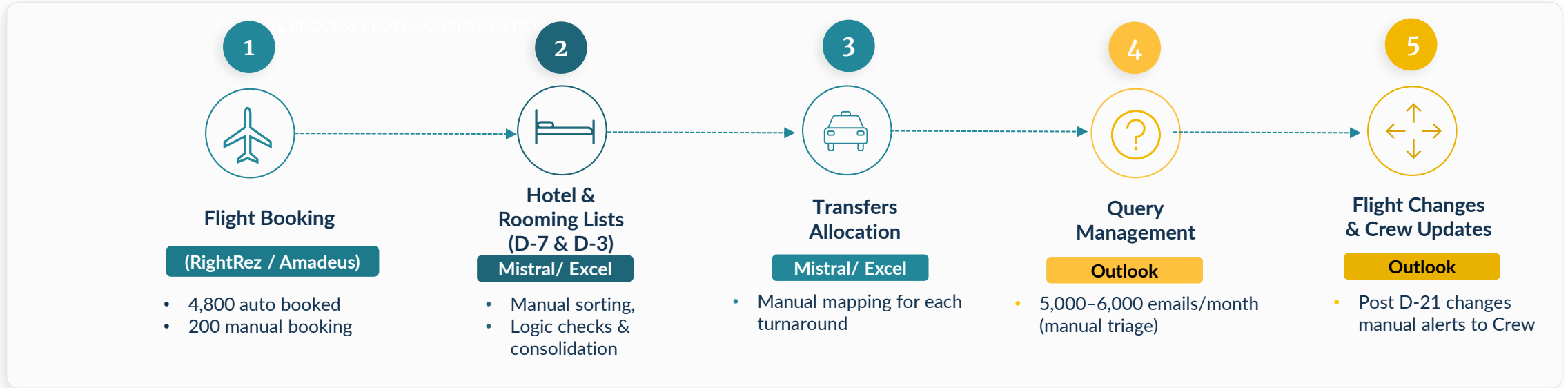
KPI IMPROVEMENT – CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
Person icon	Employment ID Creation	6-Step Manual	48-Hr Auto	↑
Document icon	Passport Cross-check	Manual	80% OCR Auto	↑
Gears icon	D-15 Penalty Monitoring	Manual Habit	System Alerts	↑
Clipboard icon	Re-joiner Compliance	Manual	Auto-calculated	↑

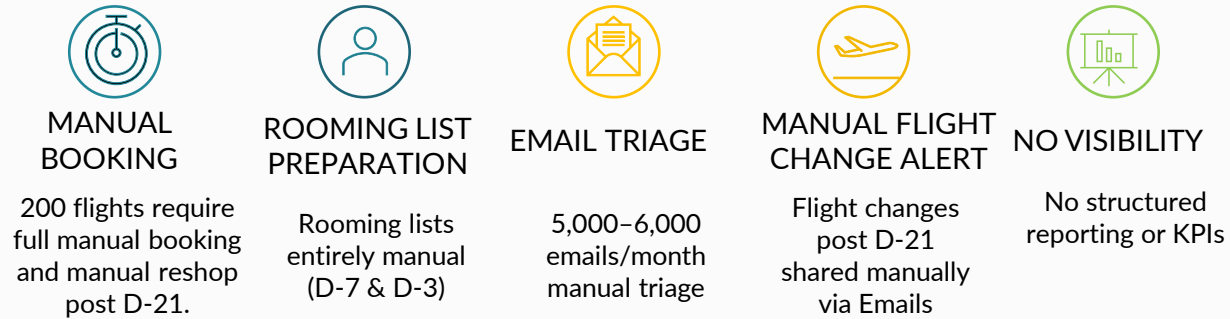


Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members

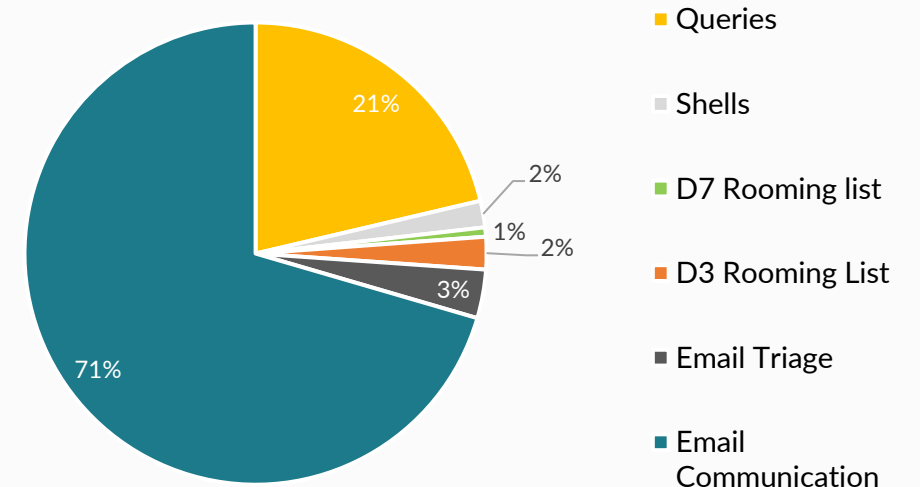
Travel Ops – Current State Assessment



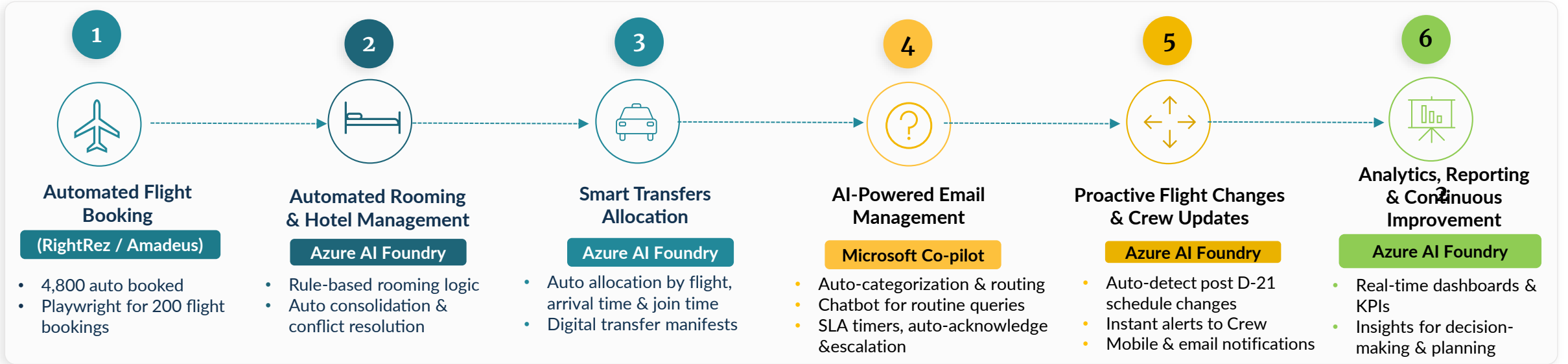
KEY OPPORTUNITY AREAS IDENTIFIED



CURRENT STATE EFFORT DISTRIBUTION



Travel Ops – Future State KPI & Value Impact



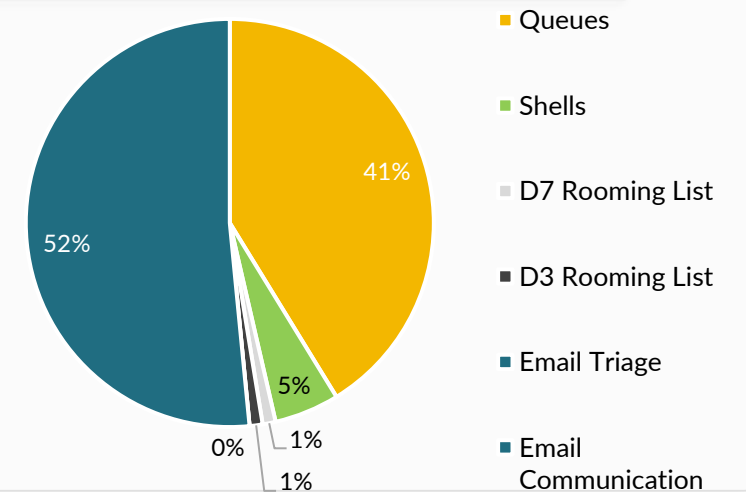
ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
Reduce manual travel handling through intelligent trip building, fare optimization, and automated exception routing
- System Integration**
RightRez, Amadeus, Hotels, Transfers & Email systems
- Real-time Dashboards**
Role-based travel dashboards provide real-time visibility into bookings, queues, SLA adherence, and exceptions
- Governance & Controls**
Embedded travel policy controls, audit trails, and approval workflows reduce leakage,
- People & Capability**
Skilled travel specialists with deep knowledge, clear roles, and ongoing training

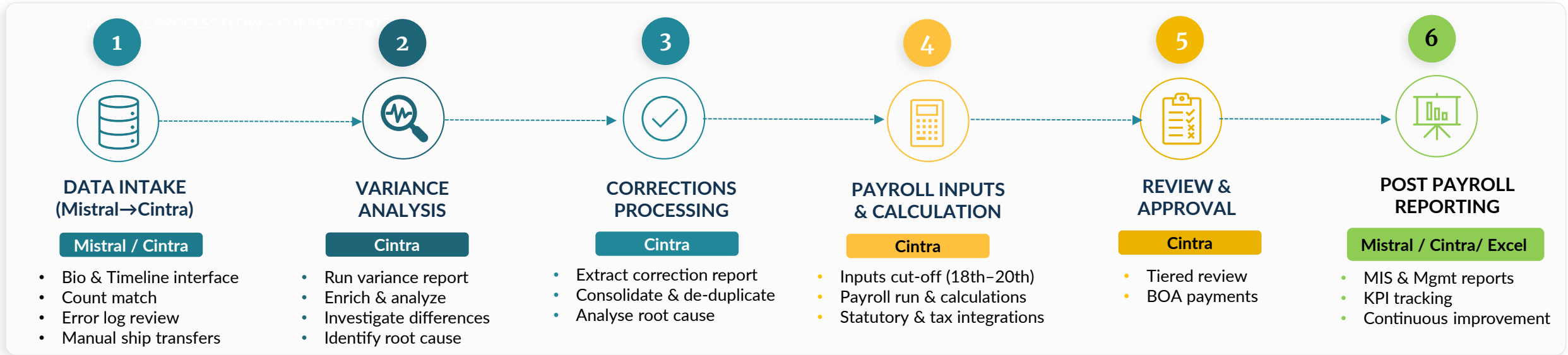
KPI IMPROVEMENT – CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
	Queries Avg. Response Window	48 Hours	2 hours	↓
	Post D-21 Alerts	Manual	Auto Alerts	↑
	Accuracy Rate	High Effort, Manual	≥ 98% Automated	↑
	On-Time Transfer Rate	90%	≥ 98%	↑

FUTURE STATE EFFORT DISTRIBUTION



Payroll Ops – Current State Assessment



KEY OPPORTUNITY AREAS IDENTIFIED



HIGH CYCLE TIME

10 days to complete payroll cycle vs. benchmark ≤ 3 days



MANUAL INTENSIVE

~70% effort spent on manual activities across key processes



REWORK & ERRORS

0.07% pay slips require rework due to data issues & gaps



HIGHER COST

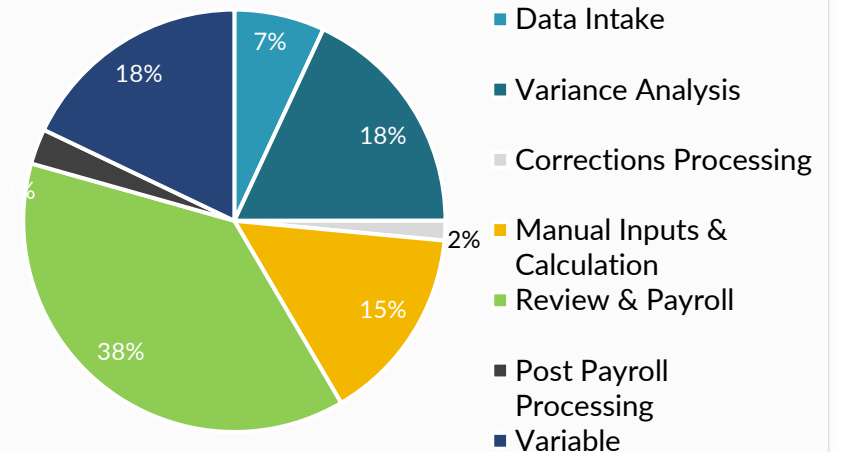
\$4.50 cost per pay slip vs. target of ≤ \$4



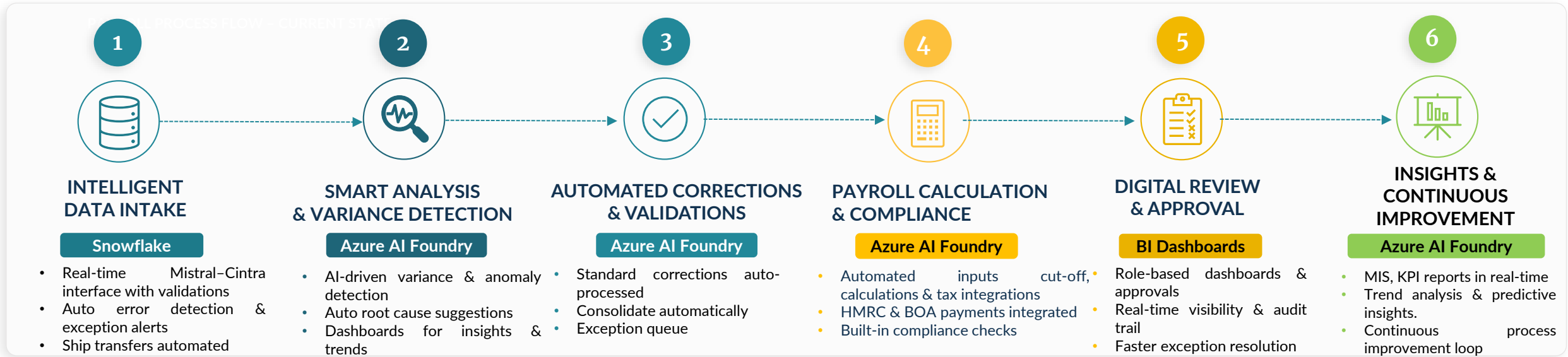
DATA DEPENDENCY

Multiple manual checks & data reconciliation across systems

EFFORT DISTRIBUTION – BY PROCESS



Payroll Ops – Future State KPI & Value Impact

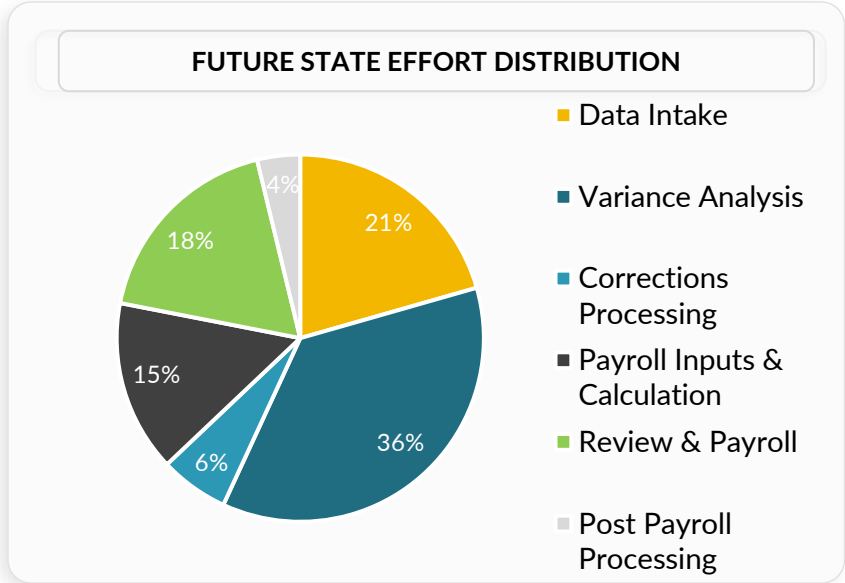


ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 Seamless integration between Mistral, Cintra, HMRC & BOA
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process

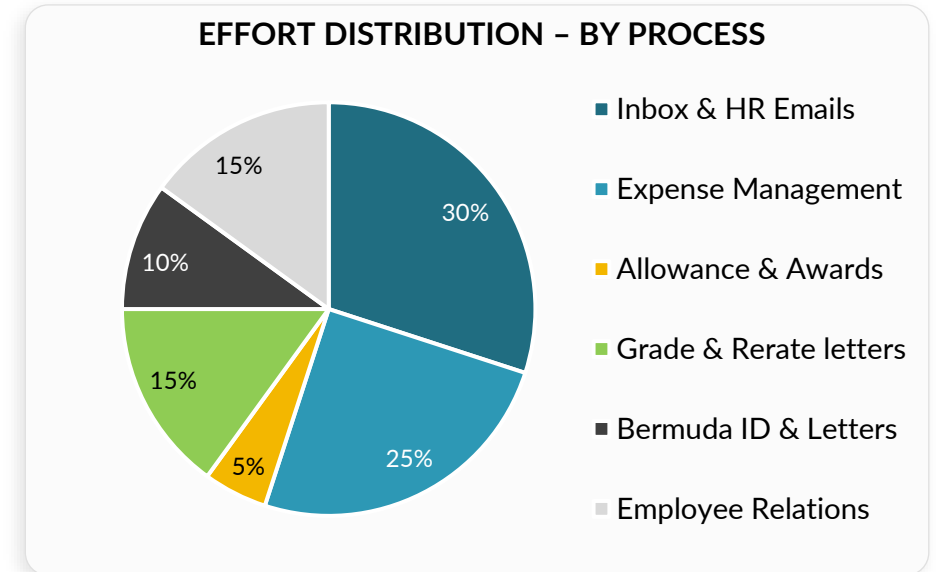
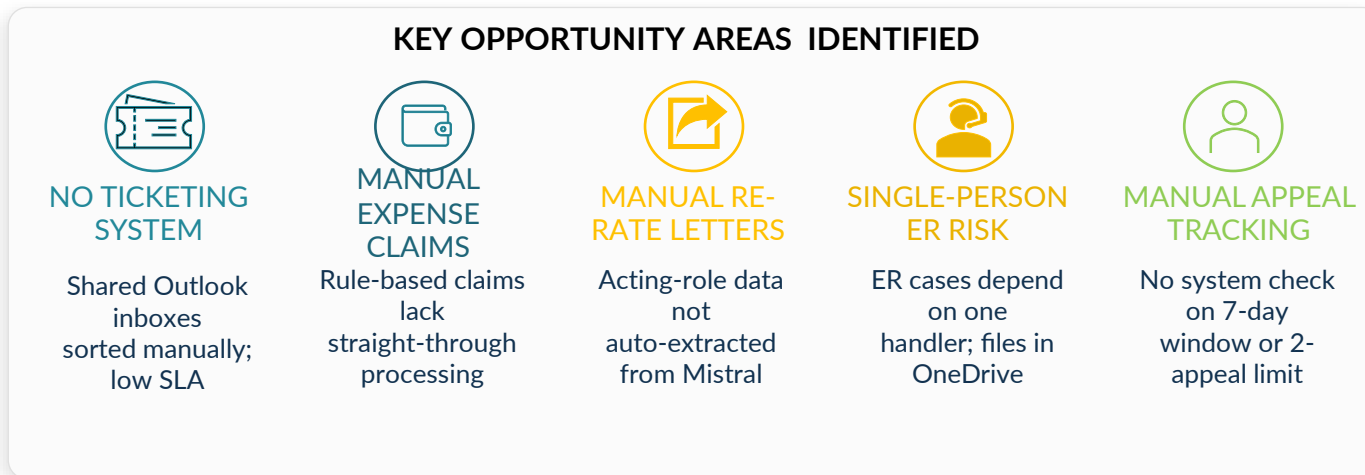
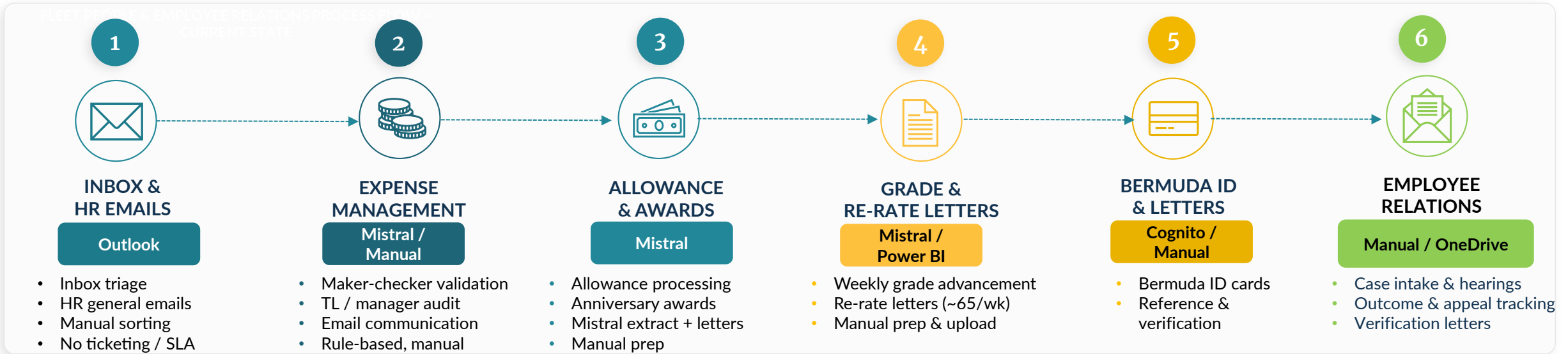
KPI IMPROVEMENT – CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
	Payslip Accuracy Rate	99.93%	99.99%	↑
	Brands Pay slips Processed for	2	7	↑
	Cost per Payslip	\$4.50	\$4	↑
% Pay slips Reworked icon"/>	% Pay slips Reworked	0.07%	0.01%	↑

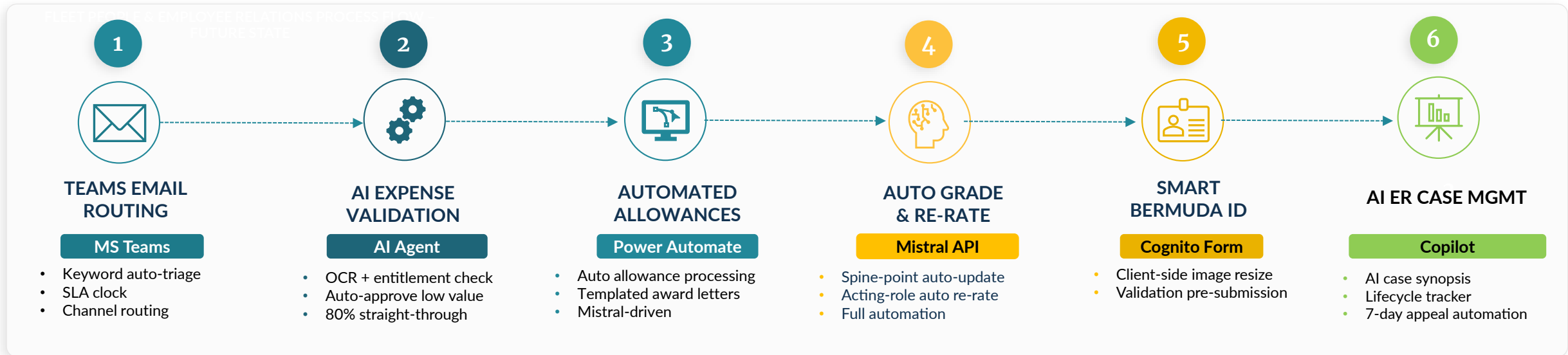


Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members

Fleet People Support & Employee Relations – Current State Assessment



Fleet People Support & Employee Relations – Future State KPI & Value Impact

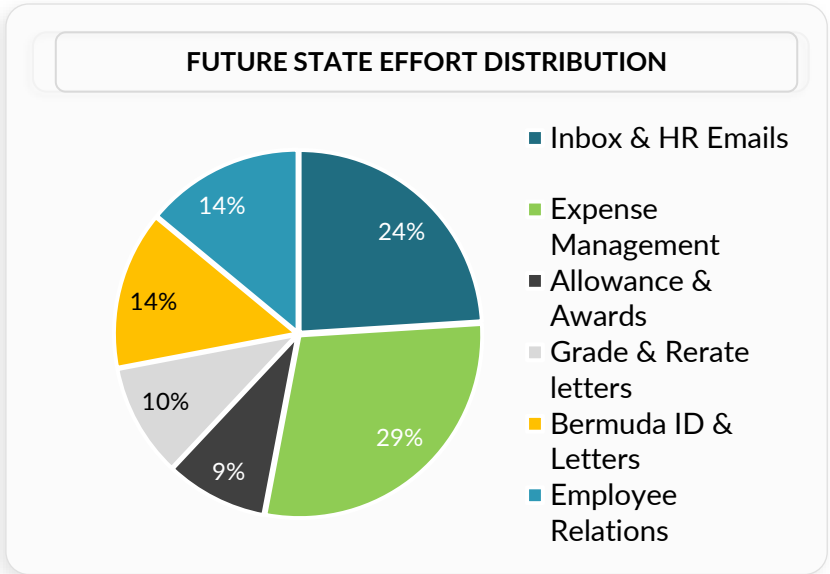


ENABLERS POWERING THE FUTURE STATE

- AI & Automation**
 Reduce manual effort with intelligent automation and exception handling
- System Integration**
 MS Teams, Cognito, Mistral API, Power BI & Copilot (MS 365)
- Real-time Dashboards**
 Role-based dashboards for visibility, monitoring & decision-making
- Governance & Controls**
 Strong controls, audit trail & compliance embedded in process
- People & Capability**
 Skilled team, clear roles & continuous learning culture

KPI IMPROVEMENT – CURRENT vs FUTURE STATE

KPI Area	KPI Metric	Current State	Future Target	Change
Email Triage		Manual	Teams + SLA	↑
Expense Processing		Manual	80% Auto	↑
Grade Advancement		Manual Weekly	Auto-updated	↑
ER Case Continuity		Single-person	AI Synopsis	↑



Note: The Future state KPI's are indicative in nature, based on our discussion with Client team members



Current and Proposed Tech Landscape



Current & Proposed Tech Stack – across functional towers

	Current					Proposed				
Recruitment										
Medical / PEME										
Training		DG Shipping portal (manual)								DG Shipping portal (manual)
Visa		US Embassy portal (DS-160)/ Other Visa platforms								US Embassy portal (DS-160)/ Other Visa platforms

MAPS will shortly phase out in next 6-8 months

Current & Proposed Tech Stack – across Functional Towers

Current

Proposed

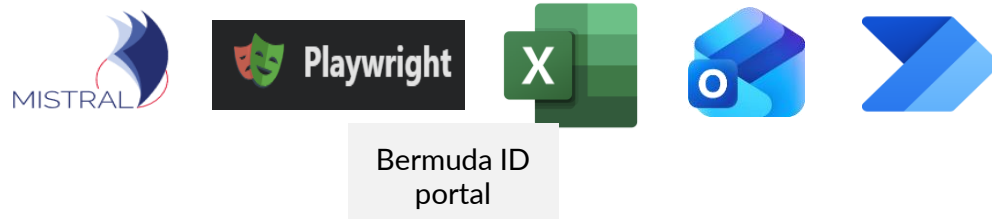
Payroll
(incl Variable)



Travel/ Logistics



Onboarding
& e-Migrate



Fleet People / ER



Organization wide AI Maturity – Current vs Target

● Current maturity

★ Target maturity



Client Centralized App: One App for a Seamless Candidate Experience



A Centralized App will help client move to one workflow across functions



CANDIDATES & CREW

Opaque process, paper forms, phone-tag with recruiter

- ✓ Self-serve visa, medical, STCW status anytime
- ✓ Real-time joining journey tracker with action prompts
- ✓ AI assistant for travel, payslip, document queries



RECRUITERS & OPS

Disconnected tools, manual handoffs, SLA misses

- ✓ Single caseload view across recruitment to onboard
- ✓ Auto-routed tasks with SLA timers and overdue flags
- ✓ One-click vendor follow-ups and document chase



MID-MANAGEMENT

Excel pivots, vendor calls, no live visibility

- ✓ Live team workload with overload flags and rebalance
- ✓ Bottleneck tracker grouped by root cause
- ✓ Auto-drafted daily wrap report to leadership



LEADERSHIP & CXO

Monthly MIS, trailing metrics, reactive fixes

- ✓ Predictive bottleneck alerts 14+ days ahead
- ✓ One-tap approvals and escalations from phone
- ✓ Live compliance score across visa, medical, STCW

AND THE ORGANIZATION BENEFITS FROM

30-40%
Faster time-to-join

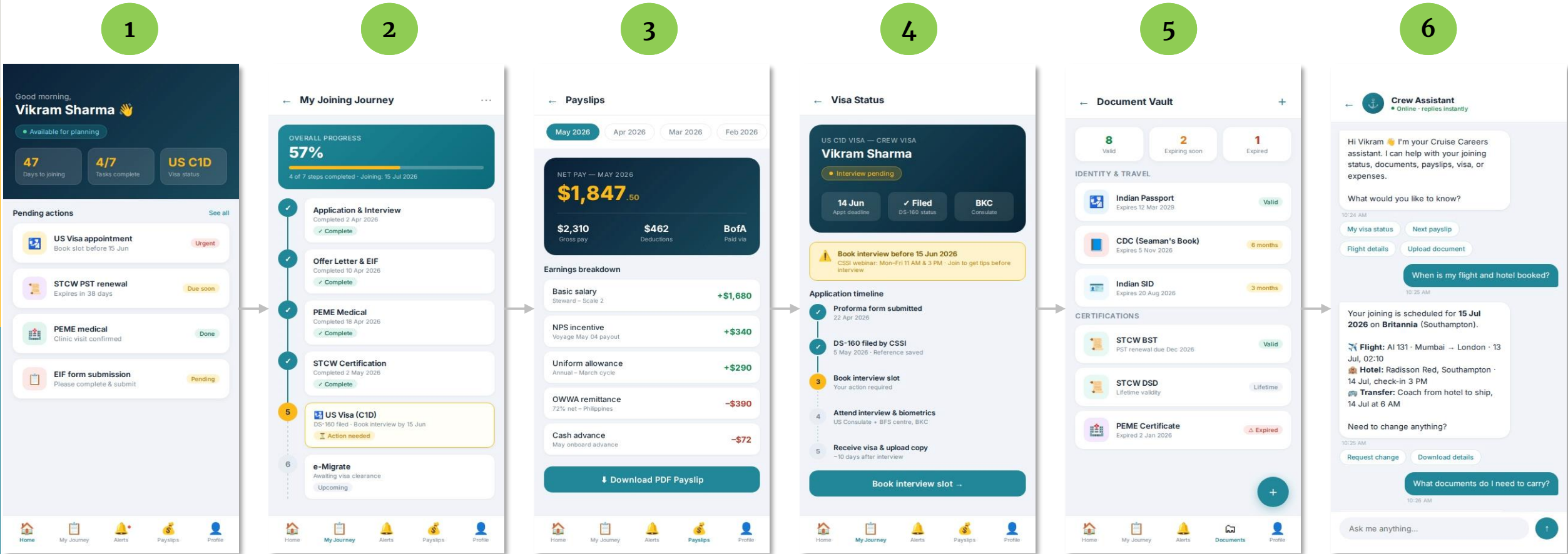
2x
More Interviews

+65%
Real-time compliance TAT
Visa · Medical · STCW

5 → 1
Tool consolidation
single platform

+5-10%
Customer NPS
experience uplift

Cruise Careers: Centralized Mobile App – Candidate View



Landing screen
Summarizing today's tasks, pending actions, and overall joining journey progress status.

Step-by-step joining
Tracker showing application milestones, completion status, and upcoming action items.

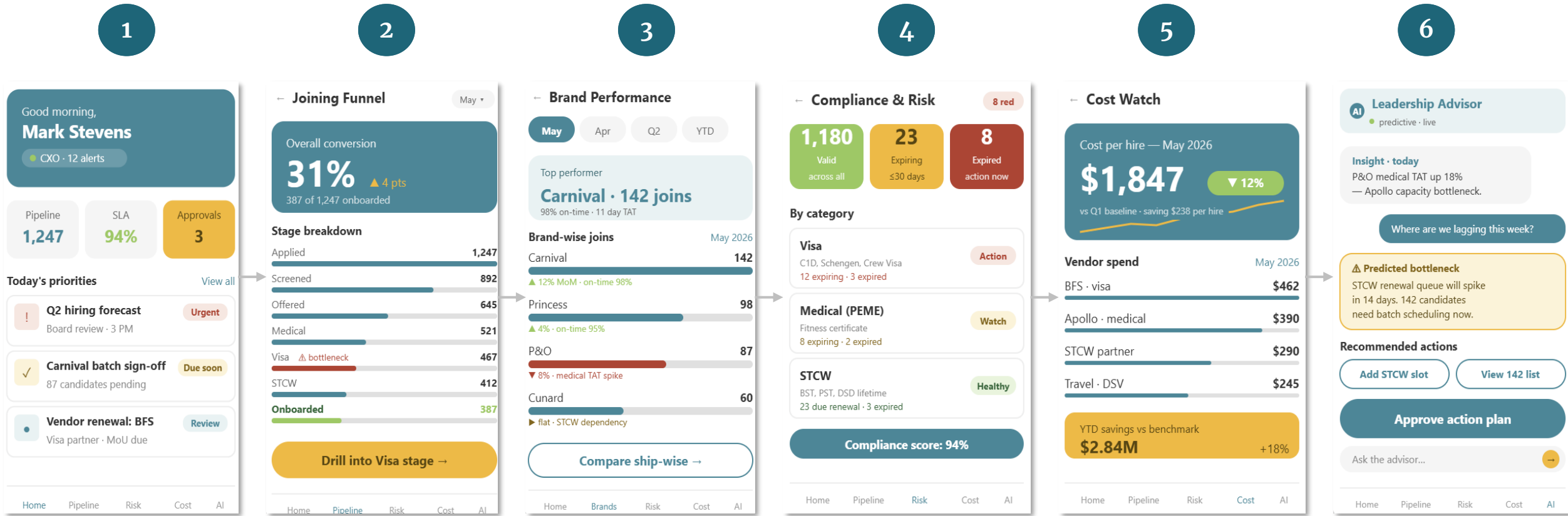
Payslip dashboard
Displaying net pay, earnings breakdown, monthly comparisons, and one-click PDF

Visa status tracker
Summarizing appointment dates, application stage, and remaining steps with clear reminders.

Document vault
Storing passports, certificates, and IDs with validity status, expiry alerts, and quick upload

Crew assistant chat
Providing real-time support on travel, documents, expenses, and personalized joining queries

Cruise Careers: Centralized Mobile App – Upper Management View



Daily briefing
Personalised landing with pipeline, SLA, and items pending CXO sign-off.

Joining funnel
Stage-wise conversion from application to onboard with drop-off and bottleneck flags.

Brand performance
Brand and ship-wise TAT on-time joining %, and red-flag trends for fleet decisions.

Compliance & risk
Live visa, medical, and STCW status with single compliance score for the board.

Cost watch
Cost-per-hire vs benchmark, vendor spend mix, and YTD savings on a single screen.

AI advisor
Predictive bottleneck alerts and recommended actions for one-tap leadership approval.

Cruise Careers: Centralized Mobile App – Mid Management View

1

Hi, Priya Nair
Recruitment Manager · Carnival
Online · 23 tasks today

Caseload **87** Due today **12** At risk **4**

Today's progress 9:24 AM

Joins booked 8 / 12

Candidate calls 14 / 20

Vendor follow-ups 5 / 8

Reviews closed 2 / 8

Quick actions

Start standup Daily report

Home Cases Tasks Team Inbox

2

My Candidates 87 cases · 4 need attention

All Stuck Today High

RK Raj Kumar
CSSI-2814 · Carnival Vista
Medical · stuck 6 days Escalate SLA -2d

AS Anita Singh
CSSI-2901 · Princess
Visa · interview booked On track 5d to join

VP Vikash Patel
CSSI-2778 · P&O Iona
STCW · awaiting batch Watch 9d to join

ML Maria Lopez
CSSI-2655 · Cunard QM2
Boarding today · 6 PM Today Southampton

View all 87 cases →

Home Cases Tasks Team Inbox

3

Task Queue Today, 27 May 4 overdue 12 due

23 tasks

Overdue

Follow up BFS · Raj's visa
-2 days · Raj Kumar

Apollo capacity call
-1 day · 12 cases blocked

Due today

Approve Anita's medical
11 AM · Anita Singh

Send batch 47 to STCW
Done · 9:18 AM

Review Cunard joins · QM2
2 PM · 6 candidates

Home Cases Tasks Team Inbox

4

Bottlenecks 27 stuck

Top blocker Apollo medical TAT
12 candidates stuck · avg 6.2 days
93% over SLA

By reason Sort ▾

Vendor delay 12 cases
BFS, Apollo · medical & visa

Document gap 8 cases
Missing IDs, certs, photos

Candidate response 5 cases
Awaiting confirmations / signs

System / process 2 cases
e-Migrate, payroll batch

Home Cases Block Team Inbox

5

My Team Carnival recruitment squad 1 000

6 colleagues 87 cases · avg 14 each

Workload Rebalance

AR Arjun Rao Overloaded · 22 cases 22

SK Sneha Kapoor Balanced · 18 cases 18

RM Ravi Menon Balanced · 16 cases 16

KS Kavya Shah Light · 15 cases · capacity 15

AT Amit Tomar Light · 8 · take 4 from Arjun? 8

Home Cases Tasks Team Inbox

6

Updates Inbox · 3 Sent Drafts · 1

MS Mark Stevens · CXO 2h ago
Q2 forecast review tomorrow
Need your Carnival numbers before 9 AM. Send draft EOD.

SLA alert · system 4h ago
4 cases breached SLA today.
Tap to view → escalate path

SK Sneha · team y'day
Standup notes attached.
3 escalations from yesterday.

Daily wrap report Draft ready

Auto-drafted for 27 May:
8 joins · 4 escalations · 23 tasks
Review & send to Mark Stevens

Home Cases Tasks Team Inbox

Team dashboard
Manager landing with case load, today's targets, and quick stand-up actions.

My candidates
Assigned caseload with stage, priority, and stuck-state flags for hands-on triage.

Task queue
Daily task list with overdue flags, SLA sorting, and one-tap completion.

Bottleneck tracker
Stuck cases grouped by root cause with one-tap escalate to leadership or vendor.

Team workload
Live workload across team with overload flags and one-tap rebalance.

Updates inbox
Two-way comms with CXO and team, plus auto-drafted daily wrap reports.



Implementation Methodology



Value Realization Office (VRO)

We recommend establishing a dedicated Value Realization Office (VRO), reporting directly to the CEO, to govern strategic initiatives, accelerate value delivery, and ensure realization of targeted business outcomes.

- **Performance monitoring and Opportunity Identification**

The VRO continuously monitors enterprise KPIs to proactively identify performance gaps, operational inefficiencies, and value-leakage areas, while driving targeted improvement initiatives.

- **Outcome Ownership & Value Delivery**

The VRO assumes end-to-end accountability for execution of strategic initiatives, ensuring alignment with objectives and realization of measurable business benefits.

- **Transformation Blueprint & Roadmap Design**

The VRO collaborates with key stakeholders to define future-state operating models, implementation roadmaps, governance structures, and action plans required to achieve strategic objectives.

- **Project management**

The VRO provides centralized governance across initiatives, proactively managing risks, dependencies, and escalations to ensure timely delivery, stakeholder alignment, and achievement of intended outcomes.

- **Change Leadership & Adoption Management**

The VRO drives enterprise-wide change adoption through stakeholder engagement, structured communication and capability building, ensuring realization of transformation benefits.

- **Benefits Tracking & Continuous Value Realization**

The VRO establishes a robust performance management framework to monitor benefit realization, track strategic KPIs, and continuously optimize initiatives to maximize long-term business value.

...whereas not implementing a VRO may lead to

- ❑ **Unclear value proposition**

Without proper measurement, demonstrating the real benefits to stakeholders gets difficult

- ❑ **Missed opportunities for optimization**

Without active monitoring and analysis, valuable improvement opportunities may be overlooked

- ❑ **Poor user adoption**

Lack of communication and engagement can lead to low user acceptance, hindering the system's effectiveness

Value Realization Office (VRO) Framework

● Integrated Program Planning

Establish priorities and delivery plans for all towers (e.g., Recruitment, Onboarding, Travel, Payroll, etc.)

● Resource & Scope Management

Define resource requirements, manage delivery capacity, and control scope to ensure focus on high-value initiatives

● Risk & Issue Management

Proactively identify, track, and mitigate AI delivery, adoption, data quality, compliance and integration risks

● Project Assurance & Reporting

Provide regular updates on overall project health through dashboards

● Stakeholder Analysis & Readiness

Assess stakeholder readiness, and align business owners and end-users on AI initiatives, understand their expectations and potential concerns.

● Role-Based Training & Capability Building

Deliver targeted training and enablement programs to build AI awareness, adoption, and operational capability.

Combine hands-on learning, use-case demonstrations, and practical training to support successful adoption.



● Cadence Mapping

Establish governance forums, review cycles, and benefit-tracking mechanisms to monitor progress and drive accountability.

● Validation

Validate delivered AI solutions against defined business objectives, success metrics, and expected outcomes

● Continuous Improvement

Capture user feedback and performance insights to refine processes and training materials

● Communication Strategy

Communicate the vision, objectives, benefits, and progress of AI initiatives to drive engagement and stakeholder alignment

● Managing Resistance & Fostering Adoption

Identify adoption barriers (e.g., fear of job disruption, etc) early

Promote sustained usage through success stories, training, and continuous support

Super app which sits at the center of automation journey

We recommend the roadmap of building in-house, run it, and bring the right talent. The VRO governs these four capabilities deliver.

01 Build the Database

- Centralized crew + candidate app
- Snowflake middleware: CC · Mistral · MAPS · Cintra
- Unified AI operations dashboard
- Single source of truth across 9 towers

Own the delivery layer, not just the advice

02 Build AI Agents

- Payroll, rooming-list & e-Migrate agents
- Email-triage & ticketing bots
- Predictive models — no-show & breach risk
- AI pre-screening & document OCR

Automation & intelligence in production

03 Call in Industry Experts

- Maritime & crewing domain advisors
- Azure / Snowflake solution architects
- AI/ML & data-governance specialists
- Plugged in only when the work needs it

On-demand specialist bench

04 Partner Selection

- Process redesign & SOP / RACI build
- Change management & capability building
- Vendor evaluation & integration
- One partner — outcomes co-owned

Flexible scope, single accountability



Financial Impact & ROI



Indicative Return on Investment (ROI) – Consolidated (1/3)

Sr	Theme	Indicative Investment (\$)	Indicative Savings		
			Year 1 (\$)	Year 2 (\$)	Year 3 (\$)
1	IVR Based Voice Agents	20K-30K	60K	68K	78K
2	Azure AI for OCR + NLP	10K-20K	15K	18K	21K
3	Single-View Dashboard	N.A.	15K	18K	21K
4	AI-Based Data Retrieval	N.A.	20K	23K	25K
5	AI Agents	30K-35K	20K	23K	25K
6	Process Improvements	N.A.	7K	9K	10K
7	Centralized App	50K – 100K	40K	45K	50K
8	Middleware	75K – 100K	20K	23K	25K
9	Machine Learning	50K – 100K	NA	NA	NA
10	VRO	185K- 200K	NA	NA	NA
	Total	420K – 585K	197K	227K	255K
11	Improvement in Crew Experience			5M	5M

The cumulative savings in 3 years will repay all the investments with upside potential ROI of 20-30X derived from Business impact of the AI enabled CoE

3-year Cumulative Savings: \$679K

Potential ROI*: 20-30X

Improvement in Non financials KPI's



Enhanced Crew Experience

Exception detection

Higher Process accuracy

24 x 7 Service availability

Improved decision velocity

Control and Scalability

Note: Items mentioned as NA as envisaged to be developed internally and hence, no investment has been considered therein

Indicative Return on Investment (ROI) – Current Operations (2/3)

Sr	Theme	Est. Time Savings (p.a.)	Qualitative Improvements	Indicative Investment (\$)	Indicative Savings		
					Year 1 (\$)	Year 2 (\$)	Year 3 (\$)
1	IVR Based Voice Agents	9,000	<ul style="list-style-type: none"> - Enhanced crew experience through instant query resolution - Reduced manual intervention; improved response consistency - Build-up of a scalable institutional knowledge base - Text & WhatsApp self-service bots provide 24/7 support and query resolution - Generate insights into recurring issues and process gaps 	20K-30K	60K	68K	78K
2	Azure AI for OCR + NLP	2,400	<ul style="list-style-type: none"> - Automate document processing and data extraction - Improve workforce productivity and accuracy - Scale operations without incremental headcount 	10K-20K	15K	18K	21K
3	Single-View Dashboard	2,400	<ul style="list-style-type: none"> - Unified real-time view across operations - Faster, data-driven decision-making - Improved visibility of risks and operational exceptions 	N.A.	15K	18K	21K
4	AI-Based Data Retrieval	3,000	<ul style="list-style-type: none"> - Elimination of human dependency and errors - Reduced effort on data search and validation - Improved productivity and operational scalability 	N.A.	20K	23K	25K
5	AI Agents	3,000	<ul style="list-style-type: none"> - Elimination of human dependency and errors - Automate repetitive operational activities - Improved productivity and operational scalability 	30K-35K	20K	23K	25K
6	Process Improvements	1,200	<ul style="list-style-type: none"> - Eliminate process inefficiencies and bottlenecks - Improve turnaround times and process accuracy - Establish a scalable operating model 	N.A.	7K	9K	10K
Total		21,000		60K – 85K	140K	160K	180K
7	VRO Cost			80K			

Note: The investments start paying off themselves by the 4th quarter of the implementation phase

3-year Cumulative Savings: \$480K

ROI: 3.5-5X

Indicative Return on Investment (ROI) – Long Term Bets (3/3)

Sr	Theme	Time Savings Est. p.a.	Qualitative Improvements	Indicative Investment (\$)	Indicative Savings		
					Year 1 (\$)	Year 2 (\$)	Year 3 (\$)
1	Centralized App	6,000	<ul style="list-style-type: none"> - Unified crew & candidate experience - 24/7 self-service mobile app - Real-time communication & alerts - Improved crew satisfaction & retention - Scalable workforce management platform 	52K – 100K	40K	45K	50K
2	Middleware	3,000	<ul style="list-style-type: none"> - Single source of truth - Seamless cross-system integration; elimination of data silos - Faster onboarding of new brands - Eliminates ~80% re-keying - Scalable digital architecture 	75K – 100K	20K	23K	25K
3	Machine Learning	N.A.	<ul style="list-style-type: none"> - Enterprise knowledge intelligence - Predictive business intelligence for decision-making - Historical trends supporting forward-looking decisions - Ability to develop new service lines from data patterns 	52K – 100K	NA	NA	NA
4	VRO Cost			105K- 132K			
	Total	6,000		285K- 435K	60K	68K	75K
5	Improvement in Crew Experience	N.A.	- Improvement in Crew experience leading to a topline increase of 1% (Refer working below)			5 M	5 M

Parent group revenue	=	\$26B
Client Serves (%)	=	20%
Client Revenue served	=	\$5B
Increase in Topline (1%)	=	\$50M
Impact on Bottom line (%)	=	10%
Increase in Bottom line	=	\$5M

3-year Cumulative Savings: \$10.2M

ROI: 20-30X

Note: Items mentioned as NA as envisaged to be developed internally and hence, no investment has been considered therein



THANK YOU





Annexures



Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Kickoff / Cross-Functional (3)		
1	High manual effort in document verification & compliance checks	Automate document authenticity checks (OCR + database cross-check); in-person verification only for flagged cases
2	Fragmented systems – no integration across brands or functions	Build/ finalize Snowflake middleware for a single source of truth across brand HRMS, Client & compliance tools
3	Poor brand-side demand planning	SLA dashboards tracking brand demand-confirmation response times, with escalation past threshold
Recruitment (12)		
4	Cruise Careers, Pinpoint, MAPS & Mistral are siloed – manual re-entry	Maintain shadow record in CC; middleware reconciliation layer (Snowflake / Boomi) for periodic sync
5	Offer-to-onboarding drop-off – EIF not submitted, false hiring count	Automated EIF/JD reminders + completion tracker; block position closure until employment number confirmed
6	Background checks triggered too late – post-offer, wasting effort	Move BGV trigger to post-interview, pre-offer stage in CC workflow
7	Manual interview scheduling – no smart slot management	Automate slot creation on capacity rules; candidate self-scheduling with SMS/WhatsApp reminders
8	Candidates arrive without completing assessments – on-site time inflated	Hard workflow gate in CC: block slot booking until English test & video assessment submitted
9	Manual facial verification – no passport-photo cross-check	Automated facial mapping vs passport photo during assessment; mismatch flagged for manual review

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Recruitment (12)		
10	Manual master data & wage updates every week	One-click bulk update for wage tables & offer-letter templates; automate weekly master-data sync
11	Employment-number drop-off – 50 offers but only 30 IDs created	48-hr SLA alert on EIF→employment number; daily digest of cases pending beyond 24 hrs
12	No joining-date visibility – high inbound call volume	WhatsApp/IVR FAQ bot auto-sends joining date & next steps; escalates only unresolved queries
13	15–20 min pre-interview admin per candidate	Auto-built Candidate Summary Card in CC (profile %, doc flags, scores, BGV) on one screen
14	Inter-brand transfer requires manual record closure & reopening	System flag detects existing profile and prompts a structured transfer workflow
15	Latin America pipeline – Spanish CVs, no language adaptation	Adapt application flow: language options, region-specific rules, flexible assessment pathways
Medical (6)		
16	Manual D-tree upload for rejoiners – every alternate day	Extend CC portal ticketing to rejoiners; Power Automate/ Paywright scheduled D-tree upload; system flag excludes temp-unfit
17	No lock on D-tree record – duplicate PEME testing risk	72-hr 'Testing Initiated' lock on D-tree by passport (SharePoint + Power Apps); CC blocks closure without certificate
18	Only 4–5 of 16 clinics upload certs to CC – rest by email	Onboard remaining 11 clinics to CC in 60 days; automated email parser (Power Automate + Azure OCR) as interim

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Medical (cont.) (6)		
19	Every PEME cert manually checked against 12+ criteria	AI-assisted validator (Azure Doc Intelligence): auto-extract & cross-check vs Mistral;
20	Rejoinder tracker Mistral auto-populate (VLOOKUP/API) is broken	Restore Mistral link; Power Automate pulls crew fields back into tracker on new row
21	Hometown-doctor reports handwritten/incomplete – many revision cycles	WhatsApp submission + AI OCR triage flags exactly what's missing; SharePoint case tracker with dashboard
Training & STCW (4)		
22	Manual STCW cert validation – 10–15 min per crew member	Rule-based validation : digit check, BST≠DSD, auto-query DG Shipping portal; auto-reject on fail
23	BST vs DSD certificate-number confusion – rework loop per error	In-workflow validation flags identical/format-wrong numbers in real time before submission
24	Dual data entry – validated data re-keyed into MAPS format	Power Query transforms CC export into MAPS Excel format automatically on compliant batch
25	No automated check on DG approved-institute (MTI) list	Weekly Power Automate workflow pulls DG MTI list & flags certs from decommissioned institutes

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
	Visa (7)	
26	DS-160 filled entirely by hand – 30–60 min × 1,000+/mo	Consolidate source data in one Cognito form to fast-track DS-160 filling (form stays on govt portal)
27	Two-portal US visa split – crew cannot navigate Part 2	Embed visa forms/guidance in CC; support crew through Part 2 booking flow
28	Visa proforma duplicates EIF data – collected twice	Add visa section to EIF in CC; Power Automate pre-populates proforma, crew only confirm/correct
29	No standardised booking comms – crew book too early	Chatbot auto-sends scheduling link stating appointment cannot be booked before 3–4 working days
30	18–19 visa types – no central knowledge base	Build SharePoint visa knowledge base (checklist, insurance, process) with quarterly updates + AI assistant
31	Reimbursement process fragmented & brand-specific	Standardise to Cruise Careers portal for all types of reimbursement.
32	Schengen forms pre-filled manually for every application	One-click PDF pre-fill (Power Automate + SharePoint master data); emails partially completed form to crew

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
	Payroll (7)	
33	Three-file manual variance reconciliation – highest-effort task	Power Automate bot downloads Mistral & Cintra reports; Power Query reconciles; exception report auto-generated
34	Interface error log monitored reactively – surfaces at month-end	Daily Power Automate alert lists new error-log entries to Kapil + payroll lead; resolve same day
35	Bank-detail PDFs manually transcribed into Cintra	Digital form with validation OR Azure OCR extracts bank fields; output Cintra-ready CSV
36	Payroll group not auto-updated on ship transfer	Mistral-Cintra interface config change to auto-update payroll group on transfer
37	Interface settings silently reset after upgrades – no alert	6:30 AM Power Automate health-check alerts if interface file missing
38	Pre-employment training payment needs manual Cintra record	Mistral rule creates provisional Cintra record at induction; full record overwrites at ship join
65	Sanctions & address verification manual for sanctioned countries	Daily Mistral bio file checked vs SharePoint sanctions list; flag & hold from bank file

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Travel & Logistics (6)		
39	~1,000 manual flight bookings/mo – no root-cause tracking	RightRez root-cause analysis of shells; embed rule in app for highest failure reason
40	Rooming-list prep entirely manual – D-3 known by 50-60% of team	Automated rooming-list script (rules + D-7 vs D-3 diff); exceptions tab for human review
41	5-6k emails/mo – manual triage, no ticketing or SLA	Crew self-service chatbot + Freshdesk email triage: auto ticket, SLA clock, dashboard
42	Post-D-21 flight-change notifications sent twice (bot + manual)	Azure AI foundry for agents to send flight change notifications automatically.
43	No operational reporting or KPIs for travel function	Power BI Travel Ops dashboard: booking split, shell reasons, reshop savings, email SLA
44	Transfer allocation rules not codified – applied by judgement	Codify rules in SharePoint decision table; encode into rooming-list script for auto allocation
Onboarding & e-Migrate (8)		
45	Daily data prep– 3 Mistral reports + VLOOKUPS	Automated daily pipeline pulls 3 reports, applies VLOOKUP logic, outputs ready-to-load file at 7 AM
46	INDOS number not in Mistral – retrieved daily from DG site	Make INDOS a mandatory Mistral field at onboarding; bulk reconcile existing crew from DG portal
47	Sea-Contract status needs a 3rd daily report – chased by email	Surface signature status as a flag in main report; auto-chase coordinator when FALSE at D-17

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Onboarding & e-Migrate (cont.) (8)		
48	No automated D-15 alert – ₹1,000 penalty per missed obligation	Power BI D-15 compliance dashboard + 7 AM digest; escalation alert within 24 hrs of deadline
49	AWS tool errors resolved from memory – key-person dependency	One-page error SOP + pre-run validation flags blank passport / existing e-Migrate
50	Portuguese/OCI nationals identified manually – no flag	Add 'e-Migrate exempt' flag in Mistral; auto-exclude from daily batch
51	Sign-on/sign-off mirror same manual workflow – 4× daily effort	Unify all 4 DG obligations in one tracker with process-type column & priority sort
77	Form One PDF download partly manual – DG site instability	Offline Form One cache per crew for instant airport re-send independent of DG site
Fleet People Support (7)		
52	No ticketing system – requests via manual inbox triage	Power Automate + Outlook auto-classifies, assigns reference number & routes; Power BI dashboard (Helpdesk to be built on Cruise Careers portal)
53	Anniversary awards entirely manual despite being rule-based	Monthly diff engine: Power Automate extract, Power Query format, Mail Merge letters; Cognito for 20/30-yr choice
54	Allowance processing multi-step & fully manual (5 types)	Allowance eligibility engine: Mistral query + SharePoint rules → pre-validated payroll file; team reviews exceptions
55	Expense claims need manual cross-system validation (1–1.5k/mo)	AI pre-screen on Cognito intake: auto-validate vs Mistral; straight-through for clean claims, flag exceptions

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Fleet People Support (cont.) (7)		
56	Grade advancement needs weekly manual Mistral update	Complete Phase-2 Mistral API auto-update for spine points; auto-generate re-rate letters from salary data
57	Reference letters & visa verification fully manual	Power Automate/Power Apps tool auto-populates letters from Mistral; human reviews & sends
58	Bermuda ID spans two systems with manual re-entry	Cognito image-size validation now; Power Automate pushes data to BOSS once API confirmed
Employee Relations (6)		
59	Fragmented email comms – no centralized case management	Ticketing/AI tool with case IDs, dashboard & audit trail; standardise email subject lines
60	Case files have no structured repository or lifecycle tracker	SharePoint case tracker (stage, manager, outcome, due date) with Power Automate stage alerts
61	No case synopsis – each reviewer reads full file	Copilot / Azure AI which auto-summarises case pack into structured synopsis by employee number
62	Appeal tracking manual – no check on 7-day window / 2-appeal limit	Power Automate 7-day countdown + appeal-count flag; Cognito rejects a 3rd appeal
63	Verification letters manual – variable contract history breaks merge	Python letter generator builds dynamic table rows per contract count
64	Seafarer status updates reactive – no proactive comms	Power Automate event-based email/SMS to seafarer at each case-stage transition

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Onboarding & Compliance (5)		
66	Employment-ID creation is a 6-step manual process (10–12 min)	CC↔Mistral API integration to auto-return employment number & fields; or scheduled report upload
67	EIF vs passport cross-check entirely manual	Azure OCR extracts passport fields; Power Automate auto-matches vs EIF & flags mismatches
68	Rejoiner doc validity calculated manually vs tour dates	Internal Excel compliance tracker (expiry dashboard) + Power Automate auto-mailer chasers
78	Available-for-planning date entered manually in Mistral	Mistral API auto-calculates & sets AP date when all CC compliance workflows complete
79	KYC/education/cert details manually uploaded & entered	DigiLocker/eMudhra integration fetches verified docs & auto-fills KYC, education & certificate fields
Payroll – Variable Pay (8)		
69	NPS incentive processing 30–35 hrs/mo – manual, per voyage	Power Platform automates extract, calc, exception & consolidation; AI agent to takeover and process the data
70	Population identification manual – extract + cleanse per voyage	Power Automate pulls Mistral by voyage; script auto-applies rank filter & functional/role swap rule
71	Headcount variance check has no automated tolerance monitor	Automated ±5% tolerance check vs SharePoint complement table; stop & flag on breach
72	Qualtrics NPS download manual – no API, no scheduled export	Qualtrics API auto-exports NPS by voyage on Day 8; parse 9+10 counts straight into calc inputs

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

Opportunity Areas & Recommended Solutions

#	Opportunity Area	Indicative Solution
Payroll – Variable Pay (cont.) (8)		
73	Final 8,900-row payroll file consolidated by copy-paste	Script concatenates all voyage CSVs from SharePoint & validates count/duplicates/total; approvers see summary only
74	Study-leave pay (70%) calculated manually & uploaded to Cintra	Power Automate triggers on study-leave event → calc 70% → Cintra row → one-click approval
75	Payout table & NPS targets change every April – no version control	Maintain payout table in SharePoint with effective-from dates; script always reads current rate
76	Overtime & other variable-pay processes not yet walked through	Schedule Payroll Session III to map remaining processes

Note: Our primary focus has been on the key opportunity areas classified in the section ‘ Client Background and Diagnostic Approach’. Detailed solutions have been provided for these focus areas. For the remaining opportunity areas specified herein, only indicative solutions have been outlined, as they were not explored in depth during this assessment.

AI in Action – Additional Real Life Case Studies

IBM – AskHR



- 350,000 employees
- 80+ automated tasks
- Agentic AI or routine, human for complex tasks



350K+

Employee Hiring



40%

HR cost reduction
over 4 years

75%

faster HR
transactions

Rippling – Unified HR+IT+Finance Tool



- 90-second payroll run • 100% accuracy guarantee
- 95% of payroll admin automated.
- Single hire trigger cascades across payroll, benefits, app provisioning – all in <90 seconds.

95%

payroll admin
automated



100%

accuracy guarantee



600+

app integrations

Paradox (Olivia) – AI Hiring



- Marriot • Unilever • CVS • Amazon • 3M • Nestlé • Disney • Compass Group use Olivia.
- Olivia automates screening, scheduling, reminders, offers, onboarding –90%+ of end-to-end hiring.

90%

Automated end to
end Hiring



160,000

hires/year with
team of just 20



1898

AI-driven interactions

ServiceNow HRSD



- 350,000 employees
- 80+ automated tasks
- Agentic AI on watsonx Orchestrate
- AI for routine, human for complex tasks



30%

increase in labor
efficiency



\$2.5M+

value per year



Multiple

HR systems
consolidated

Paycom – Full-Cycle Automation



- Full lifecycle automation (ATS + Onboarding + Payroll+ compliance)
- AI-driven payroll for multiple companies.



1000

man hours
saved/quarter



23

process migrated
to RPA



6 weeks to 2 days

onboarding time
reduction

Santander Argentina – RPA



- 350,000 employees
- 80+ automated tasks
- Agentic AI on watsonx Orchestrate
- AI for routine, human for complex tasks



6 weeks → 3 days
(85% onboarding time
reduction)



All IT setup
automated



Zero

manual handoffs
between departments

AI in Action – Additional Real Life Case Studies

AI chatbots + Voice responders driving measurable outcomes across leading banks & NBFCs



EVA

10 M+

monthly customer interactions

5 M+

queries answered with 85%+ accuracy

30%

drop in call-centre costs

25%

reduction in customer complaints

The Bots support 10+ local Indian regional languages to capture Tier-2/Tier-3 customer inquiries seamlessly



YONO + SIA

8.8 Cr

registered users on YONO

164

new features added in FY25 alone

20%

rise in digital lending volumes

< 1 hr

loan approval for pre-qualified users

SIA AI Bot independently manages over 10,000 concurrent user chats at any given peak second during banking hours

TATA CAPITAL

TIA

Gen-AI

enabled via ChatGPT integration

2019

launched; speech recognition + NLU + TTS

2023

upgraded to generative AI responses

Loans

eligibility, application, query resolution

Reduced customer loan onboarding form drop-off rates by 40% through real-time conversational help during document uploads

POC 1- Fabric – AI Interviewer Bot Demo Costing

Below are the list of pricing plans available for Fabric:

Pilot

Best for one person HR team hiring ~1-2 people monthly

\$675

per quarter

- ✓ Video AI Interviews
- ✓ Resume Screening
- ✓ 360-degree reports

Growth

Best for small HR teams hiring ~3-6 people monthly

\$1,215

per quarter

- ✓ WhatsApp Automation
- ✓ Custom Branding

Scale

Best for fast growing teams hiring ~6-10 people monthly

\$2,565

per quarter

- ✓ AI Proctoring
- ✓ Analytics Dashboards
- ✓ Dedicated Account Manager

Enterprise

Best for large HR teams hiring more than 10 people monthly

Custom

per quarter

- ✓ ATS Integration
- ✓ VPC Deployments
- ✓ API Access