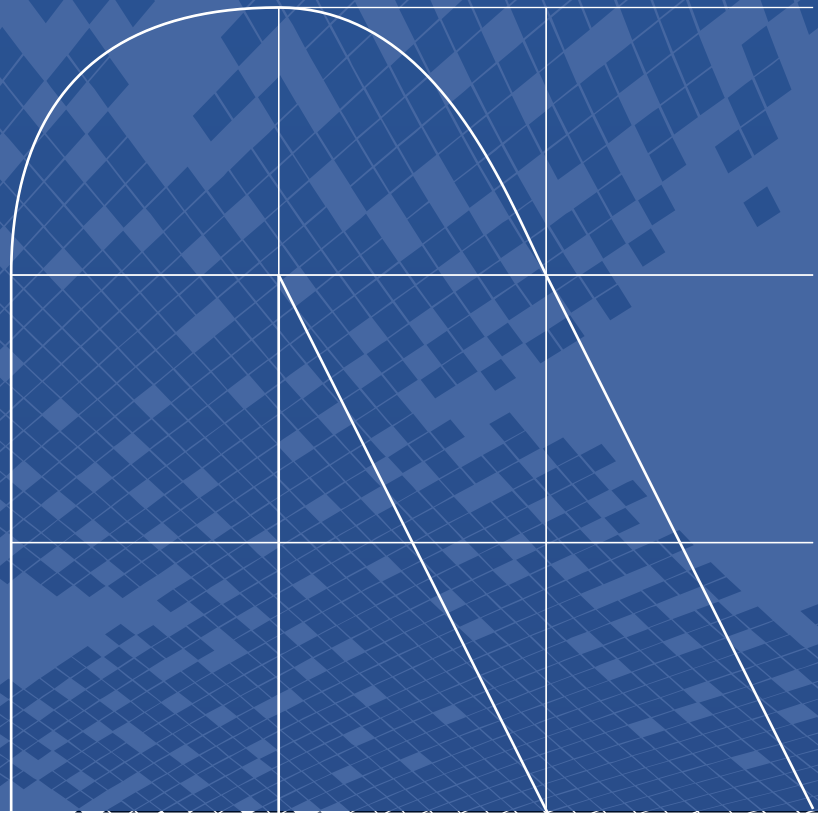


Enhancing User Experience by Harnessing Generative AI's Magic: Insights & Myths

NTT DATA point of view on Generative AI and its impact on User Experience (UX).

NTT DATA Point of View



User Experience in Digital Age

In an age where our lives are seamlessly intertwined with digital interfaces, the role of User Experience (UX) has become the foundation of success. As the world pivots towards an increasingly connected and tech-driven future, the demand for seamless, intuitive, and engaging UX is more pronounced than ever. Today enterprises strive to craft digital products and services that captivate their audience, the advent of Generative Artificial Intelligence (Gen AI) - a cutting-edge paradigm, amplifies this imperative emerges as a powerful ally, promising to propel UX to unprecedented heights.

The fusion of human and Gen AI powered creativity is set to redefine the very essence of user engagement, forging a path towards unparalleled experiences that will expand the possibilities of what can be created thereby reshaping industries and transcending expectations.

What is Generative Artificial Intelligence or Gen AI?

Generative AI refers to deep learning AI models capable of generating brand new, high-quality, text, images, or other media. Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

What is User Experience or UX?

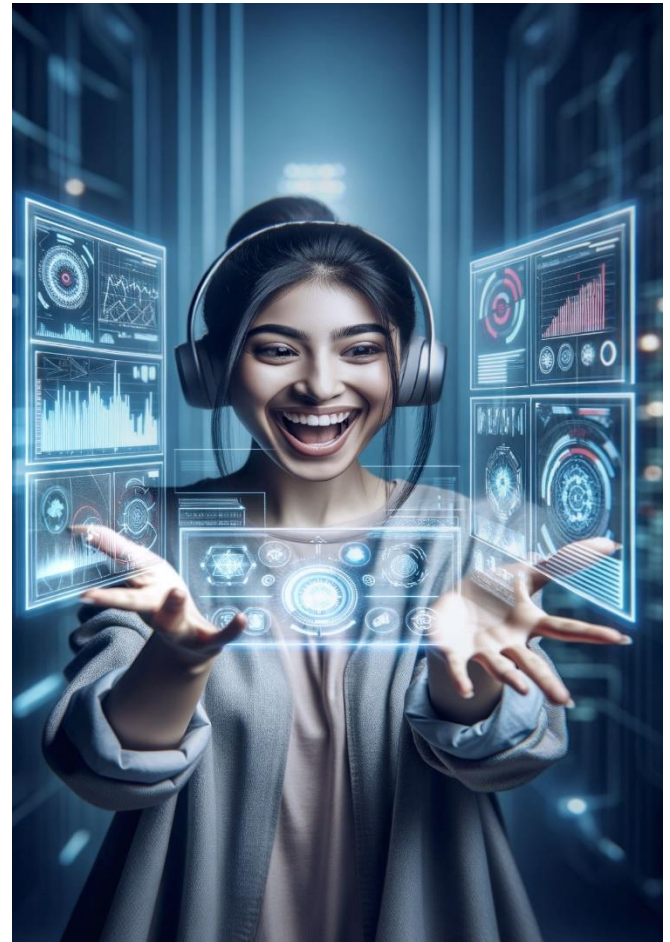
Ideally, User Experience (UX) is presented as usability, efficiency, and user satisfaction in tangible interactions with a product. It is how a user interacts with and experiences a product, system, or service – giving them exceptional experiences, so they keep coming back for more. UX drives user engagement, boost customer loyalty and helps clients grow long term profitability.

Gen AI can deliver a UX that feels customized and delightful, leaving a lasting impression.

[Let's explore.](#)

Gen AI holds the promise to revolutionize how we approach UX, bringing us closer to a future where experiences are not just tailored. They are magical, with an ability to meet user needs even before they are fully realized.

Generative AI's capability to generate novel combinations and ideas from existing information parallels the essence of human creativity, but gets executed in a unique, AI-driven way.

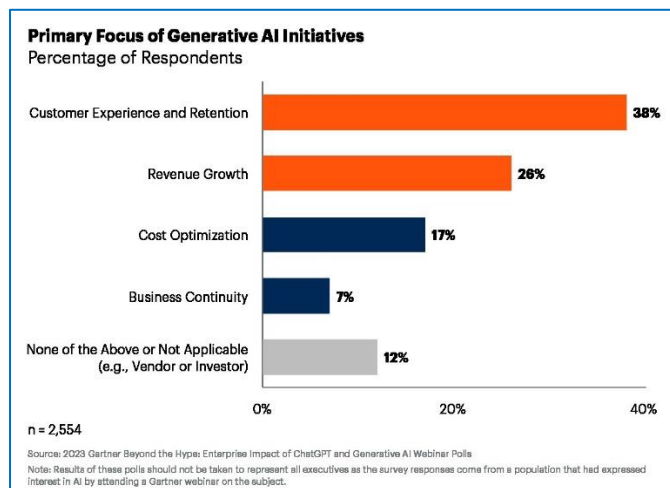


Let's embark on the journey of pushing the boundaries on UX intricacies through Gen AI. Along the way we will decipher the myths surrounding Gen AI while unveiling the truths that lie within its potential. By unraveling these myths and presenting a deeper understanding, we hope to pave the way for an empowered and informed approach to integrating Gen AI in the pursuit of UX excellence.

The significance of UX is profound, for it is the direct bridge that connects an entity with its audience, enabling a seamless flow of communication, understanding, and engagement.

User Experience is a Digital Delight

In the digital era, User Experience (UX) stands as the focal point, defining the very fabric of success and sustainability. Much like the foundation of a magnificent building, UX forms the base upon which the entire structure of a digital product or service is built. It encapsulates the essence of user satisfaction and delight, striving for a flawless interplay between functionality, design, and the human psyche.



Source: Gartner²

A well-crafted UX acts like a magnetic force, drawing users into an immersive journey, igniting loyalty, and nurturing long-lasting relationships. There have been many products with great potential that have been shut down because the user experience failed to meet users' expectations.

With all the potential applications of Gen AI, UX has emerged as a primary focus area of its capabilities. It may prove to be the most awaited craftsman's tool to empower designers to chisel and refine the UX - enriching it with intuitive interactions and delightful nuances.

The union of UX and Gen AI represents a transformative synergy, where each user touchpoint is sculpted to resonate with the user's desires and preferences, solidifying the foundation upon which a lasting success is built.

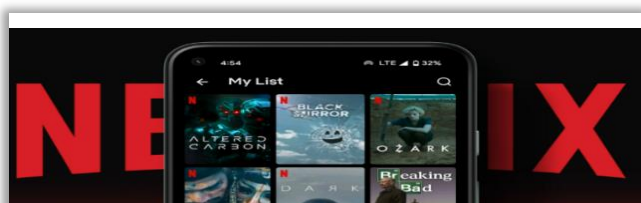
Re-Crafting your Digital Experience

Who hasn't experienced the frustration of navigating through an Interactive Voice Response (IVR) system? Lengthy menus, mechanical interactions, and misunderstandings due to accents are all too common experiences – leaving a bad taste for the users. Today, we are witnessing advanced AI technologies, such as Generative AI, that hold the potential to revolutionize this landscape, offering intuitive and personalized interactions that comprehend diverse dialects and maintain context. Gen AI can align technology to address the UX drawbacks and transform boring user interaction into a seamless and user-friendly experience, meeting the expectations of modern users.

Imagine your favorite meal – perhaps a home-cooked dish made by your mom, with every ingredient and spice carefully selected to suit your taste. Now, compare this to a meal at a top-notch restaurant, expertly crafted by a renowned chef. The difference is the motherly touch - a nuance that makes simple homemade meals feel personalized to your taste buds. Here, we can draw a parallel between this culinary delight and the role of personalization in User Experience (UX). Just as a homemade meal caters to your unique preferences, a UX personalized through Gen AI can tailor to suit individual's need and desires.



It's time to dive into the exciting realm of insights and discoveries on the transformative power of Generative AI as it shapes and enhances the user experience. Through the analysis of user data, behavior patterns, and preferences, Generative AI can tailor content, recommendations, and interactions to individual users. Think of it as a skilled tour guide who knows your likes, dislikes, and interests, ensuring that every step of your digital journey is crafted just for you. This level of personalization fosters a sense of connection and engagement - making the digital landscape welcoming for every user. However, the domain of UX is ever evolving and Gen AI is elevating user engagement along with other technological development such as AI/ML, NLP etc.



Personalized User Journeys: Netflix now employs Generative AI to select thumbnail images for its content. These dynamic thumbnails adapt based on your viewing history, emphasizing scenes and characters that align with your interests. This personalization enhances user engagement and encourages content discovery.

Today, Generative AI can play a pivotal role in content generation for websites, apps, and other digital platforms. It can auto-generate text, images, and even videos, reducing the burden on content creators and ensuring a constant flow of fresh and relevant material.

This innovative capability is like having a tireless creative assistant, always ready to provide a stream of ideas and visuals tailored to your brand and audience.

Enhanced Content Generation:

The Washington Post utilizes Generative AI to produce automated articles for routine topics like financial reports and sports scores. While human journalists focus on in-depth analysis and investigative reporting, AI-generated articles handle routine updates, ensuring that readers receive timely and accurate information.

By leveraging Generative AI in content creation, businesses can not only increase efficiency but also maintain a dynamic online presence, engaging their audience with a continuous stream of captivating content.

Generative AI can be programmed to recognize and respond to user emotions, fostering a deeper emotional connection without compromising the consistency of the user experience. This capability is especially valuable in chatbots, virtual assistants, and applications where empathy is essential.

Additionally, Generative AI can anticipate user needs and provide proactive assistance. It can suggest products, offer helpful tips, and guide users through complex processes - creating a smoother and more enjoyable user experience.

Hachiko – Your Personal Assistant

Hi! My name is Hachiko. I am your Personal Assistant.

I am here to help you in your daily life.

Ask Hachiko to do cool things like:



Health & wellness tips for those providing and receiving care



Find recipes for healthy meals



Learn about nutrition and dieting



Exercises to keep you healthy and remain active



Questions about financial planning, retirement & insurance needs



Discover your IkiqAI
Learn new hobbies

Emotion Recognition: Hachiko GPT⁵, a Personal Assistant, uses Generative AI to find recipes for healthy meals, learn about nutrition and exercise as well as address any questions you may have around financial planning and retirement needs.

And in a dynamic digital environment where user needs and preferences can change rapidly, Generative AI can adapt in real-time to these shifts, ensuring that the user experience remains relevant and engaging.

A prime illustration of Generative AI's practical application is seen in projects like Google's Gemini⁴, which tailor's bespoke experiences. This showcases how Generative AI is transitioning from a conceptual framework to a realistic tool. Beyond merely responding to user needs, projects like Gemini proactively create features

that enhance the overall digital experience. Such advancements underscore the significant role of Generative AI in developing user-centric tools, ensuring more intuitive and enjoyable interactions in the ever-evolving digital landscape.

As the name suggests, Generative AI is specifically designed for creating content. The description of Generative AI as a creative assistant for content generation is an intriguing perspective. However, this view could benefit from a more explicit acknowledgment of current challenges, such as ensuring the quality of AI-generated content and the potential impacts on creative employment.

Let's consider concrete examples with ChatGPT, DALL-E 3, Midjourney, and Stable Diffusion:

ChatGPT:

Quality Challenge: While ChatGPT is effective in generating coherent and contextually relevant responses, it can occasionally produce incorrect or biased information, raising questions about the reliability of AI-generated content.

Impact on Creative Employment: Although ChatGPT can assist in creative tasks, there's a concern that its use might replace certain creative roles, especially in fields like writing and content creation.

DALL-E 3:

Quality Challenge: DALL-E 3 can generate creative images based on textual descriptions, but sometimes the resulting images can be irrelevant or inappropriate, questioning the AI's accuracy in creative interpretation.

Copyright and Originality: Generating images that resemble the styles of existing artists raises issues regarding copyright and the originality of AI-generated art.

Midjourney:

Creative Interpretation: Like DALL-E 3, Midjourney also faces challenges in accurately interpreting and representing text requests, sometimes generating unexpected or ambiguous results.

Influence on Art and Design: The use of Midjourney in art and design raises questions about AI's influence on the creative process and the authenticity of AI-generated art and design.

Debunking Myths about Generative AI in UX

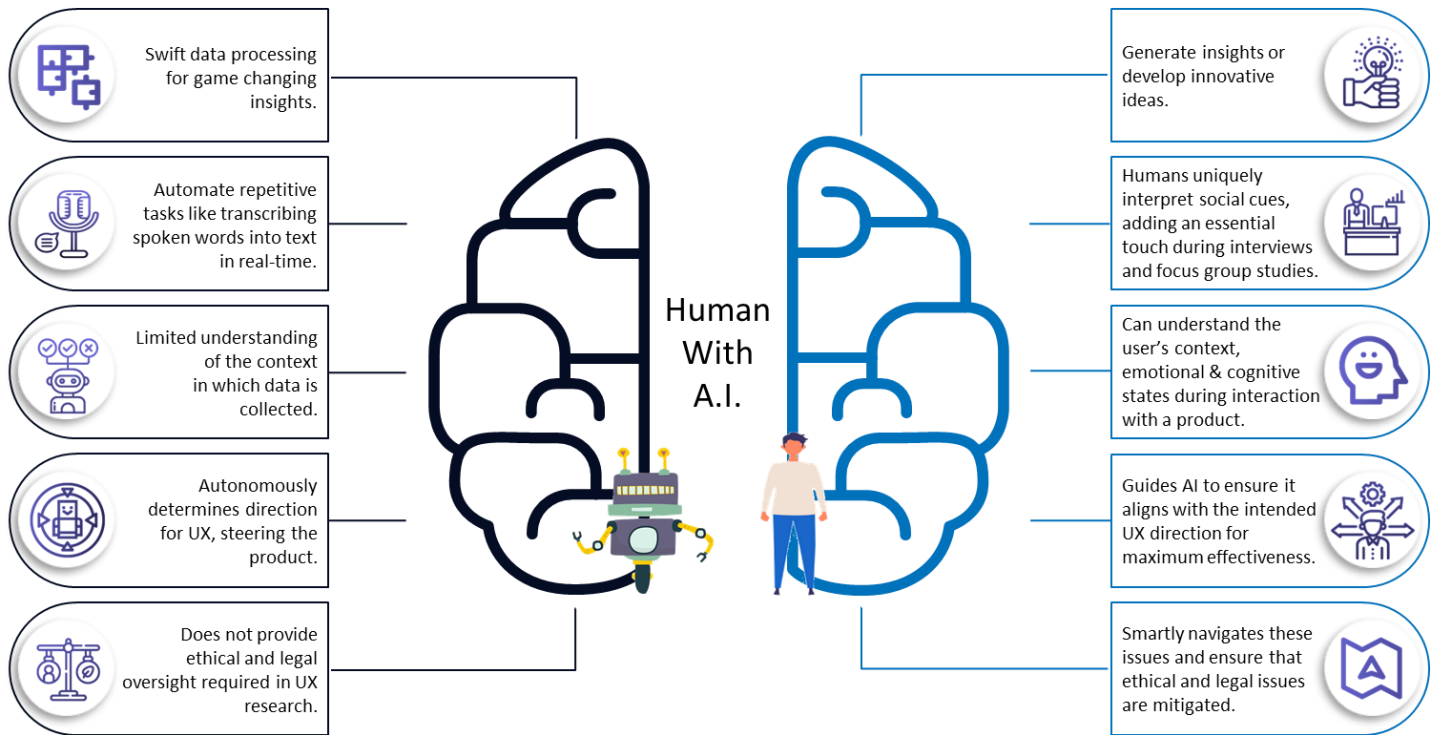
In the journey to understand and embrace Generative AI as a transformative force in User Experience (UX) design, it's crucial to begin by debunking common myths and misconceptions. Throughout history, revolutionary ideas have always faced resistance and given birth to myths that challenge their potential.

Take, for instance, the skepticism towards the first automobiles in the late 19th century. Many saw them as noisy, impractical, and even dangerous, unable to envision the immense impact they would have on transportation and society as a whole. Similarly, during the early days of the internet, there was resistance and skepticism. Some regarded it as a mere 'fad' or doubted its potential beyond a niche tool. Yet, these myths and doubts were gradually dispelled as the true transformative power of these innovations became evident.

In the context of Generative AI and UX, a similar pattern emerges. As this groundbreaking technology advances, misconceptions and myths have surfaced, often impeding its widespread acceptance and integration into UX practices. These misconceptions range from concerns about loss of human touch in design to doubts about the accuracy and relevance of AI-generated content.

The key idea is to perceive Generative AI in UX as a complementary tool, not in conflict with human capabilities. This approach emphasizes augmentation, not replacement, fostering a collaborative synergy between human designers and AI. The result is a mutual relationship that leverages the strengths of both, leading to more innovative, user centered UX solutions.

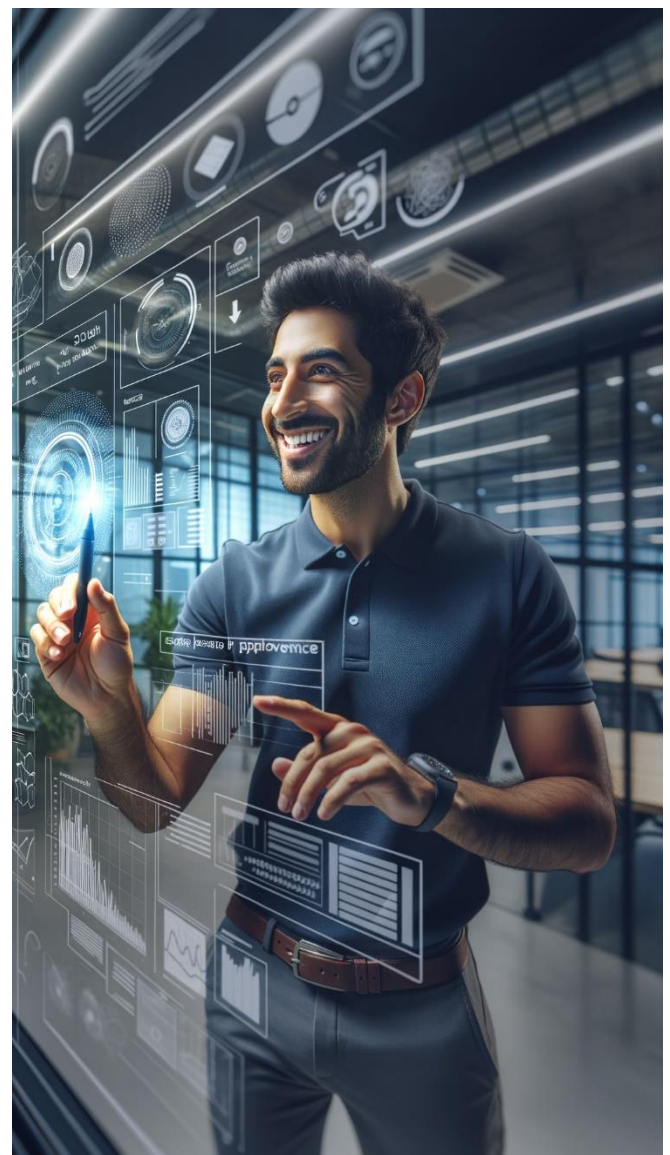




In this section, we will shed light on some of these prevailing myths, aiming to debunk them and foster a clearer understanding of Generative AI's true potential in enhancing User Experience. By addressing these misconceptions, we aim to pave the way for a more informed and confident adoption of this powerful tool in the realm of UX design.


Facts Vs Fiction

By debunking aforesaid myths, we pave the way for a more informed and open-minded exploration of Generative AI's potential in enhancing UX. In the following sections, we will delve deeper into the insights and real-world applications that showcase how Generative AI can be harnessed to create exceptional user experiences.



Myth: Generative AI aims to replace human UX designers entirely.


Generative AI is Complimenting Human Designers



Fact: Designers remain the architects of user experiences. Generative AI serves as their trusty assistant, helping them focus on high-level creative tasks while handling the more routine aspects of design.

Myth: Relying on algorithms and data-driven approaches stifles creativity in UX design.


Generative AI Enhances Creativity



Fact: Generative AI can spark new ideas and creative directions by revealing user preferences, trends, and opportunities that may not be immediately evident through traditional design processes.

Myth: Generative AI-driven UX will result in generic, one-size-fits-all experiences.


Personalized Experiences with Generative AI



Fact: Generative AI allows for the crafting of user experiences that are tailored to individual preferences, ultimately leading to more engaging and meaningful interactions.

Myth: Generative AI lacks the ability to understand and respond to human emotions.


Enhanced User Experiences with Generative AI



Fact: Generative AI can be programmed to detect emotional cues in user interactions, allowing it to respond empathetically and enhance the overall emotional resonance of the experience.

Myth: Generative AI is inherently unethical.

Tuning Generative AI to be Responsible & Ethical



Fact: Ethical concerns related to Generative AI can be addressed through responsible design, data privacy measures, and transparency in AI-driven decisions.

Unleashing Gen AI Across Sectors

Generative Artificial Intelligence (Gen AI) is a versatile powerhouse, poised to transform a multitude of sectors, revolutionizing the way businesses and services engage with the audience. In this section, we dive into different sectors to unravel the immense potential of Gen AI, highlighting how it can be harnessed to enhance user experiences and streamline operations.

Banking & Financial Services Industry:

The user journey in a banking & Financial service begins with onboarding a user through an omnichannel approach. During this process, institutions face several challenges starting with handling user PII data which is governed by several regulatory compliance acts.

Generative AI can simplify complex financial language and jargon into easily understandable terms, making it accessible to a wider audience. This can help to demystify financial concepts and products and increase transparency and trust in financial services. Institutions like JPMorgan Chase, Goldman Sachs, OCBC, Hokuhoku Financial Group, and Bank of America are already employing Generative AI to improve user experience.

For instance, Bank of America's chatbot Erica assists customers with everyday banking tasks, illustrating a direct focus on facilitating and enriching the customer's interaction with the bank.

How Gen AI Can Enhance User Experience

Generative AI can play an important role in learning common suspicious patterns as part of Learn TTP which could help prevent an attack attempt before any malicious codes are injected.

It can also be used in training end users on future potential threats thereby helping the users to safeguard their information. For example, combining Gen AI capabilities with these analytics tools can further improve the prediction and proactively notify users which helps them to prepare for the upcoming incidents.

Personalization of Customer Experience

In Banking & Financial Services the key to success depends on customer retention and expansion. In the following section, we will address a specific use case to enhance a banking user experience.



A Gartner survey found that 81% of banks compete primarily or entirely on Customer experience. Personalization of this experience is key, especially in understanding customer needs. Banks do send out generic marketing e-mails featuring their products/services however these are ignored by most of the customers. Customers get annoyed with repetitive calls from banks regarding their products.

Collaborations of companies like WNS Triangle with insurers to create claim processes using Gen AI directly improve the customer experience by making the claims process more efficient and responsive to their needs.

How Can Gen AI help?

Gen AI can help in understanding the cash flow, and spending pattern of a customer and create custom e-mails helping a customer to manage their finances well and provide insights to manage their spending and improve savings as well.



Healthcare Industry

Healthcare is one of the most complex industries and is highly regulated through federal regulations and compliance. However, digital transformation has taken great leaps in this industry elevating the patient experience through AI technologies.

Generative AI can bring in a wide range of change in the health care sector, right from simplifying tasks such as, summarizing patient demographics, medical history, allergies, medications, and other relevant details from Electronic Health Records (EHR) clinical notes to aid hospital intake. Also, it can bring in a giant leap in medical field such as generating structures and functions of proteins and biomolecules, accelerating the creation of new drug candidates.

Additionally, Generative AI can bring in a humane touch to patient care by ingesting clinical notes to identify patients that will need follow-up & create personalized audio/text messages that can be sent to schedule them & encourage healthy habits.

Enhanced Customer Service through Gen AI:

Leveraging Gen AI for customer service can enhance the overall experience. Implementing chatbots powered by Gen AI can provide instant responses, streamline queries, and offer 24/7 support. Personalizing interactions using AI algorithms helps tailor responses to individual customer needs. Analyzing customer data with Gen AI can identify trends and predict potential issues, enabling proactive problem resolution.

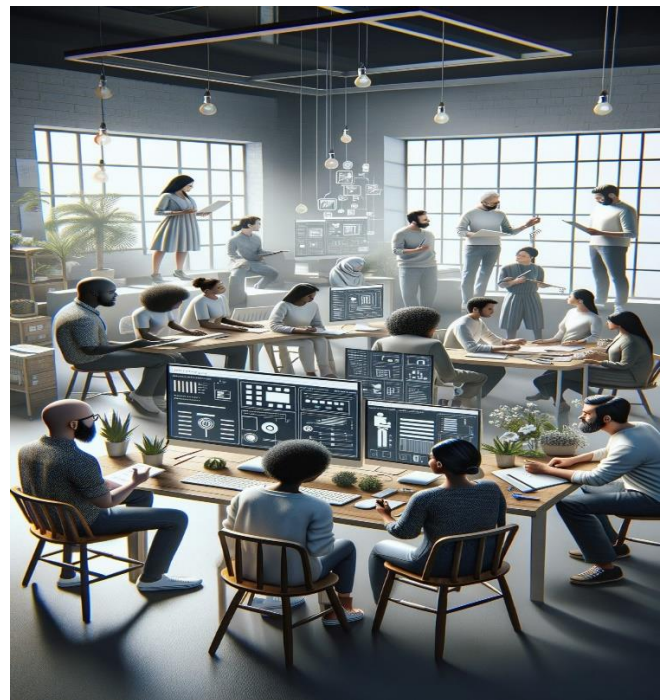
Common customer service problems include slow response times, lack of personalization, difficulty navigating support systems, and inconsistent service quality. Addressing these issues by integrating Gen AI can lead to more efficient, personalized, and responsive customer interactions.

For instance, tools like Google Cloud's Generative FAQ and Genesys Agent Assist's Auto-summarization in customer service show how Gen AI is being used to improve efficiency and the quality of customer interaction in contact centers.



Navigating the Frontiers: Challenges and Triumphs in Generative AI-powered UX

The path of innovation with Generative AI in UX design unfolds a fascinating yet challenging voyage. Despite the advantages of the new technologies, we are venturing into uncharted territories where the unknown Generative AI landscape presents us with exciting discoveries and hurdles to conquer.



Let's dive into some possible roadblocks that UX designers, developers, and businesses might face and the potential remedies to mitigate its effects:



In traversing the landscape of Generative AI-powered UX, these challenges offer a unique opportunity for growth and innovation. Addressing them creatively and strategically paves the way toward a future where Generative AI seamlessly integrates into the fabric of unparalleled user experiences, all while mitigating potential risks and ensuring a delightful journey for users.

With Prompt Engineering we can craft the rights questions to produce and/or fine tune desired outcomes.

Best Practices for Integrating Generative AI in UX

Integrating Generative AI into User Experience (UX) design offers a world of innovative possibilities. However, to navigate these uncharted waters effectively, it's essential to set sail with a compass of best practices that prioritize user-centricity, ethical considerations, and continuous improvement. Here, we outline a roadmap that not only amplifies the potential of Generative AI but also ensures a meaningful and ethical integration into the realm of user experiences.

- **User-Centric Design:** Focusing on meeting users' needs as well as expectation by employing design thinking to tailor AI-generated experiences to resonate with users at a personal level.
- **Data Privacy and Transparency:** Prioritizing data privacy and transparency when utilizing Generative AI. Clearly communicate to users when AI is involved.
- **Continuous Learning and Adaptation:** Encouraging a culture of continuous learning and adaptation within the team. Stay updated with the latest advancements, emerging trends, and industry best practices.
- **Human AI Collaboration:** Encouraging collaboration between AI algorithms and human designers, leveraging the strengths of both to craft exceptional user experiences.
- **Ethical Review and Auditing:** Establishing a rigorous process for ethical review and auditing of AI applications ensuring integrity of the AI-powered UX.
- **User Feedback Loop:** Integrating a robust feedback loop mechanism into the AI-powered UX involving users in the co-creation process.

In charting the course for integrating Generative AI into UX design, these best practices illuminate the path towards a future where technology seamlessly harmonizes with human-centered design.

By adhering to these principles, we ensure that Generative AI is not merely a tool but a responsible collaborator, enhancing user experiences in meaningful and enriching ways.

Also, Generative AI can go beyond accommodating current human behavior. With its capacity to learn from user data and adapting in real-time, it possesses the ability to anticipate and shape human interaction. This could lead to an evolving digital landscape, actively influencing and molding user experience to align with emerging preferences and user behavior.

- **Healthcare** – Automation of patient information delivery and notifications.
- **Retail** – Providing information about the store and directions to relevant departments.
- **Tourism** – A fully portable assistant helping with navigation and context-sensitive information.

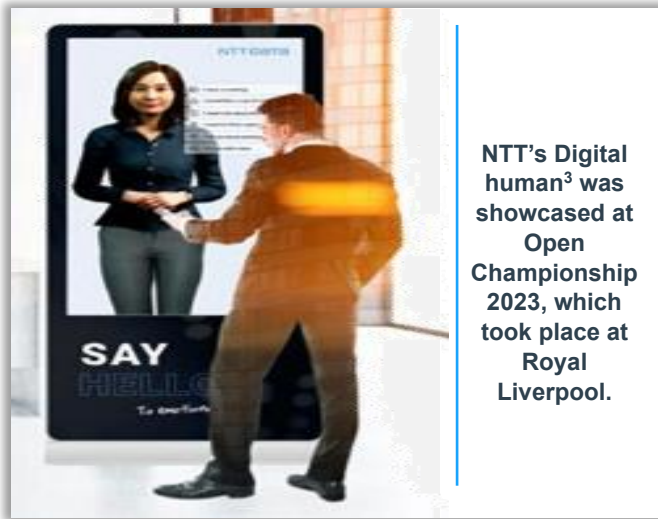
Unlocking the Creative UX Potential at NTT DATA

In our relentless pursuit of revolutionizing User Experience (UX) through cutting-edge technology, we, at NTT DATA, have embraced the transformative potential of Generative AI. We have taken a significant stride by introducing our digital human, exhibiting strikingly human-like qualities and appearance. Digital human is not only capable of automated communication but also expresses emotions, providing users with truly engaging and empathetic interaction.

Implementation of our digital human is not just limited to instillation via a Kiosk, the human technology can be used on laptops and mobile phones. QR codes can also be utilized, so even when installed via a kiosk visitors can make use of the technology from their personal devices.

"Eva", on the other hand, is NTT DATA's conversational AI platform which seamlessly integrated with Generative AI, and advanced techniques like zero shot, few shot, and prompt chaining. This integration allows us to craft highly accurate virtual agents, ensuring a more satisfying experience for end-users.





In a recent collaboration NTT DATA implemented its conversational AI Eva¹ with GenAI to reimagine CX for a French personal care and cosmetics giant.

Looking ahead, we envision automating the generation of utterances by enhancing our assistant training processes. By optimizing the development of 'classic' NLP-based virtual assistants through Language Model (LLM) integration, we aim to elevate the quality of understanding and interaction. Our ultimate objective is to develop the highest quality virtual assistant, ensuring an exceptional and unparalleled user experience for our esteemed customers. At NTT DATA, we remain steadfast in our commitment to pushing the boundaries of technology and pioneering the next era of user-centric innovation.

Shaping UX with Gen AI

As Generative Artificial Intelligence (Gen AI) continues to mature and evolve, User Experience (UX) promises a paradigm shift. The applications of Gen AI are boundless, with the ability to shape hyper-personalized, intuitive, and engaging user interactions. Let's set sail and explore and summarize this transformative technology.

Hyper-Personalization using Recommender Systems:

Gen AI is propelling UX design towards a realm of hyper-personalization, where every user is met with an experience meticulously crafted to their unique preferences. AI models can analyze an

individual's digital footprint, from browsing history to interaction patterns, to predict and generate content that resonates with them.

- This hyper personalization employs collaborative filtering models like Matrix Factorization, or advanced techniques like Neural Collaborative Filtering (NCF) to analyze user-item interactions and generate personalized recommendations.
- For instance, utilizing an NCF-based approach to suggest personalized products in an e-commerce app, considering user history, preferences, and real-time interactions.

Dynamic User Interfaces using Reinforcement Learning:

- Gen AI can revolutionize UX by dynamically adapting interfaces in real-time, providing a fluid and tailored experience. AI models can analyze user behavior to modify UI elements, layouts, and designs, ensuring optimal user engagement and usability.
- Implementing Reinforcement Learning algorithms like Proximal Policy Optimization (PPO) to dynamically adapt UI components based on user behavior, maximizing certain objectives (e.g., user engagement).
- Modifying UI layouts and design elements in a social media app maximize user interactions by utilizing PPO to learn optimal UI modifications.

Conversational AI using Transformer-based Models:

AI-powered chatbots and virtual assistants are evolving to comprehend and generate human-like conversations. Gen AI's advancements in NLP enable more natural, contextually relevant dialogues, delivering a conversational UX that feels remarkably human.

Gen AI can revolutionize UX by dynamically adapting interfaces in real-time, providing a fluid and tailored experience. AI models can analyze user behavior to modify UI elements, layouts, and designs, ensuring optimal user engagement and usability.

- By leveraging Transformer-based architectures like GPT (Generative Pre-trained Transformer) for conversational agents, fine-tuning them on conversational datasets to generate human-like responses.

- Employing GPT models to power a chatbot, allowing it to engage users in a more natural and contextually relevant (hyper-personalized) conversation in a customer support application.

Enhanced Storytelling and Multimedia Creation using GANs:

Gen AI can assist in crafting compelling narratives and multimedia content. From generating blog posts to creating interactive visuals and videos, AI models will refine storytelling and design, elevating the way users consume information.

- This can be realized by utilizing Generative Adversarial Networks (GANs) to create multimedia content such as images or videos that align with desired storytelling or branding.
- For example, developing a GAN-based system to generate visuals and videos for marketing campaigns, ensuring the content resonates with the brand's narrative and engages the target audience effectively.

In this technical landscape, these models serve as the foundation for realizing the future of Gen AI in UX. By strategically integrating and adapting these models to specific UX objectives, designers and developers can craft sophisticated and highly personalized user experiences, revolutionizing how technology interacts with users.

Conclusion

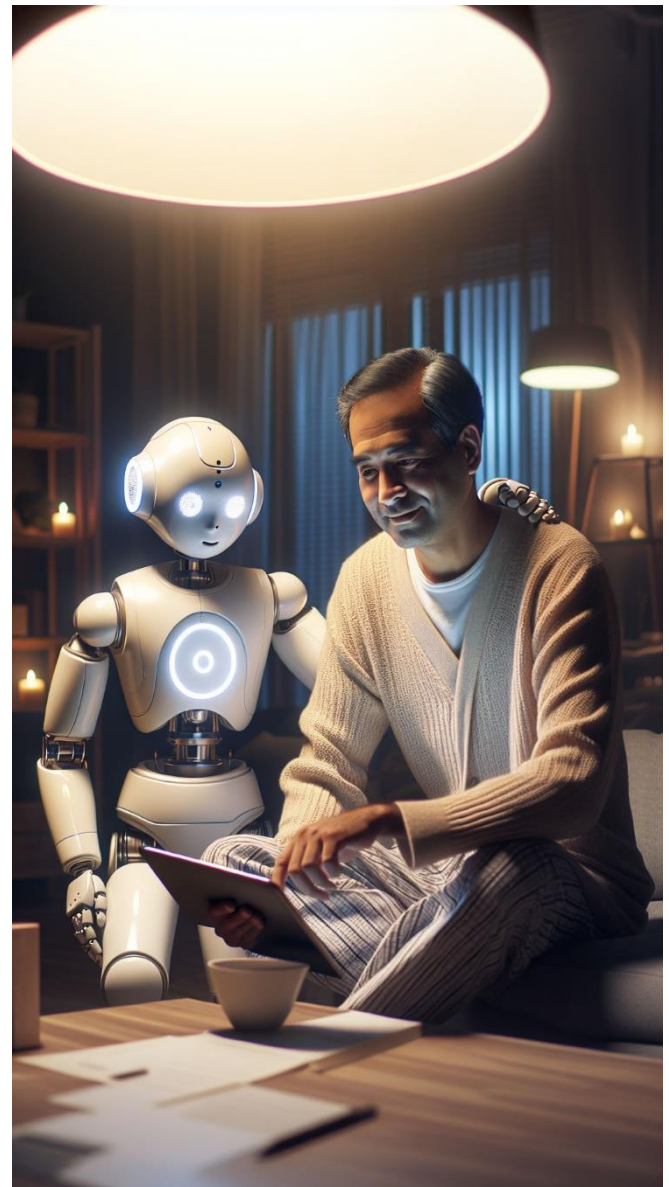
Pioneering Gen AI Integration for Enhanced User Experience

Our exploration into Generative Artificial Intelligence (Gen AI) has underscored its potential to redefine User Experience (UX) in the digital realm.

At NTT DATA, we are steadfast in our commitment to elevate UX through strategic Gen AI integration. The introduction of digital human, an intricately designed digital persona mirroring human-like qualities and expressions, epitomizes our dedication to enhancing user engagement. Additionally, our innovative conversational platform, Eva, seamlessly integrated with advanced Gen AI techniques, showcases our proactive approach in crafting intuitive and empathetic user experiences.

As we progress on this promising path, our dedication to innovation remains unwavering. We are actively advancing efficient assistant training methodologies, aimed at optimizing the development of 'classic' NLP-based virtual assistants. This, coupled with our pursuit of automating utterances, signifies our commitment to fortifying the quality of user understanding and interaction, aligning with our vision of superior virtual assistants.

Gen AI marches into an era of transformative collaboration between human intent and artificial intelligence. NTT DATA, understanding the potential of this collaboration, is resolute in steering it towards a future where user experiences resonate with sophistication and relevance. The journey has begun, and we are committed to shaping a UX landscape that embodies seamless and user-centric interactions.



Let's get started

See what NTT DATA can do for you.

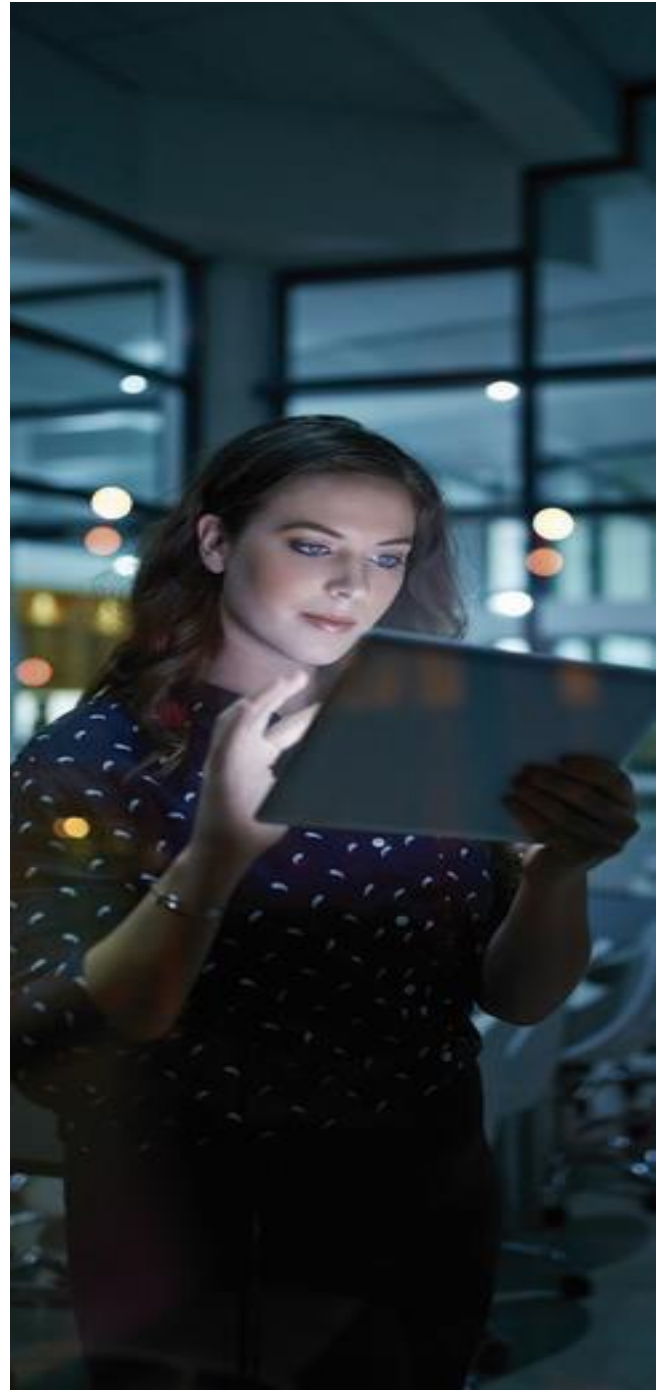
- Deep industry expertise and market-leading technologies
- Tailored capabilities with your objectives in mind
- Partnerships to help you build and realize your vision

Contact one of our authors or visit nttdata.com to learn more.

Sources

1. <https://eva.bot/ntt-data-partners-with-loreal-to-enhance-its-digital-e-commerce>
2. Gartner, How Generative AI Can Help Meet Customer Experience Expectations, 3 August 2023.
<https://www.gartner.com/en/topics/generative-ai> GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
3. <https://www.nttdata.com/global/en/about-us/focus/how-ai-powered-digital-humans-are-revolutionising-customer-experience>
4. <https://bootcamp.uxdesign.cc/exploring-gemini-navigating-the-future-of-ux-design-bc2ffdbf7cac>
5. <https://www.gocaremates.com/beta-form/hachiko-gpt.html#lang=en>

All images in this report were generated using Azure Open AI



Visit nttdata.com to learn more.

NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.

© 2024 NTT DATA Group Corporation. All rights reserved.

NTT DATA