

Firstsource launches Firstsource relAI to drive digital transformation for clients

Mumbai, India | July 30, 2024: [Firstsource Solutions Limited](#) (NSE: FSL, BSE:532809), a leading global provider of specialist domain-led Business Process Services (BPS) and an RP-Sanjiv Goenka Group company, today announced the launch of **Firstsource relAI**, (pronounced re-ly) a suite of AI led platforms, solutions and offerings to drive digital transformation. The suite of offerings aims to empower businesses of all sizes to seamlessly integrate digital technology and AI into their operations, driving efficiency, innovation, and competitive advantage.



Firstsource relAI leverages the company's deep domain, data, analytics, and process expertise to deliver digital transformation for clients, keeping reliability and trustworthiness of technology at the center of it all.

The suite of offerings is powered by generative and discriminative AI that enables faster and greater value creation for various industries and geographies. Firstsource relAI is designed to bridge the disruptive technology gap for businesses and drive digital transformation, responsibly.

"The BPS industry has faced existential questions due to AI and new technologies' disruption. At Firstsource, we have turned this disruption into an advantage, building it into a superpower for our clients, their teams, and ourselves. Delighting in our ability to disrupt, we are providing innovative solutions, earning us recognition as trusted advisors guiding clients through uncertainty. Our mission with Firstsource relAI is to ensure that no enterprise is left behind in the digital transformation revolution. We are dedicated to enabling tech and AI for our clients, by uncomplicating its adoption, understanding, and success," said **Ritesh Idnani, Managing Director & Chief Executive Officer at Firstsource.**

"Firstsource is uniquely positioned to drive digital transformation for clients due to the deep understanding of their domain and contextualized knowledge of their business processes. Firstsource relAI enables our clients to adopt all digital technology pervasively and responsibly. It not only offers them clear business benefits but also enables deep integration of digital tech into all functions across the company. With Firstsource relAI, we are reducing barriers to adoption, empowering enterprises to leverage tech for enhanced operations, improved efficiency, and innovation. Our clients can rely on our suite of relAI platforms to gain a competitive advantage across everything they do," shares **Hasit Trivedi, Chief Digital & AI Officer at Firstsource.**

Firstsource relAI's launch marks a significant enhancement in the company's commitment to fostering a more inclusive and technologically advanced business environment. Key benefits that clients can expect from relAI include:

- **HealthTech Platforms:** Achieve up to 95% screening rates, increase gross Medicaid conversion rates by 22%, reduce uncompensated care by 30-35%, and enhance monthly cash outcomes collections by 44%. Clients also see a 31% reduction in bad debt placements, improved dental claims processing times, and better first-pass rates.
- **FinTech Platforms:** Mortgage lenders and title companies can reduce operational costs by up to 50%, improve document processing accuracy to 97%, and avoid penalties for non-compliant procedures.
- **CXTech Platforms:** Transform traditional collections into digital collections, reducing the cost to collect by up to 70%. Improve customer experience through omnichannel outreach for collections and resolve debt using non-intrusive channels based on customer preferences.

About Firstsource

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL:IN), is a specialized global business process services partner, providing transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology, and other diverse industries. With an established presence in the US, the UK, India, Mexico, Australia, South Africa, and the Philippines, we make it happen for our clients, solving their biggest challenges with hyper-focused, domain-centered teams and cutting-edge tech, data, and analytics. Our real-world practitioners work collaboratively to deliver future-focused outcomes.

Media Contacts

Madhavi Behl
Firstsource Solutions
madhavi.behl@firstsource.com