



Customer success story

Driving efficiency with AI-powered document processing

A financial services company uses generative AI to secure customer data and accelerate development of an intelligent document processing solution.

About the customer

Our client is a leading provider of asset management and life insurance, serving 10 million customers across the UK and US. With over one trillion pounds in managed assets, our client is committed to investing in projects that benefit its customers and communities long term.

Customer challenge

Our client had an existing intelligent document processing (IDP) solution in development but found it was struggling to achieve the accuracy and speed required. There were also challenges in integrating with other business systems, preventing the solution from moving into production.

As a document-heavy business, the company knew that an IDP solution would provide significant benefits, allowing its teams to work more efficiently and reduce costs.

With additional use cases already lined up, it was essential that the foundational IDP solution be made production-ready. The company engaged Cognizant to conduct remediation works on the existing solution and make it fit for business use. We also developed a proof of concept for a key use case around processing retail annuities documents to accelerate rollout. The goal was to have a high-performing IDP solution that was ready to scale as future use cases were identified.

AWS + Cognizant solution

Our team implemented best practices to improve the performance of the existing IDP solution and integrate it with key business systems, making it easier to scale for future use cases. As part of this process, we developed and tested new document processing pipelines and improved the underlying data platform and infrastructure. We also developed new models using Amazon SageMaker, Textract and Comprehend, enabling the solution to handle a wider variety of structured and unstructured documents, including freeform customer letters and application forms.

As an insurance and financial services business, it was essential for the company to protect sensitive customer information during the development process. To keep this data secure, the team used generative AI models through Amazon Bedrock to produce synthetic data for training and testing the solution. The generated data included letters, pro forma statements and other common document types that mimicked the real-life documents the models would eventually process.

Now that the improvements and new models are in place, our team provides ongoing support with day-to-day management of the solution. This includes the development and testing of additional use cases, as well as maintaining the existing models and infrastructure.

Architectural attributes

Amazon SageMaker, Amazon Textract, Amazon Comprehend, Amazon Bedrock

Outcomes and results

As a result, the company was quickly able to see improved output from its IDP solution, enabling it to put the initial use cases into production. Specifically, the solution achieved:

- Faster data extraction and improved accuracy
- Reduced processing costs
- Improved error detection, leading to fewer documents being rejected

By using generative AI to produce synthetic training data—rather than anonymizing the real customer data—we were able to accelerate development time and reduce security risks.

The company also has clear validation that the retail annuities use case can be deployed effectively, with key data extracted accurately even from freeform text, such as customer letters. With the improved IDP platform now in place, this priority use case can be moved into development faster.



About the partner

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. We engineer modern businesses to improve everyday life. Our unique industry-based, consultative approach helps clients transform technology, reimagine processes and transform experiences, ensuring businesses remain agile, relevant and ready to run more innovative and efficient enterprises.

With AWS as our partner, we focus on the outcomes that matter most to businesses and underpin our solutions with deep industry experience and market-leading IP. Cognizant brings more than 13,000 AWS certified professionals, dedicated AWS certified consultants in 43 countries, hundreds of customer launches and successes, and more than 70 transformational blueprints to drive innovation beyond cloud migration.

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