Harnessing AI to Orchestrate Intelligent Finance for a Hospitality Leader

This is our story of co-creating smarter, future-ready finance operations for a global leader in hospitality and food service management. Faced with fragmented systems, manual interventions and delayed closes, the client collaborated with WNS to re-architect its Procure-to-Pay (P2P), Order-to-Cash (O2C), Capex and Record-to-Report (R2R) functions.

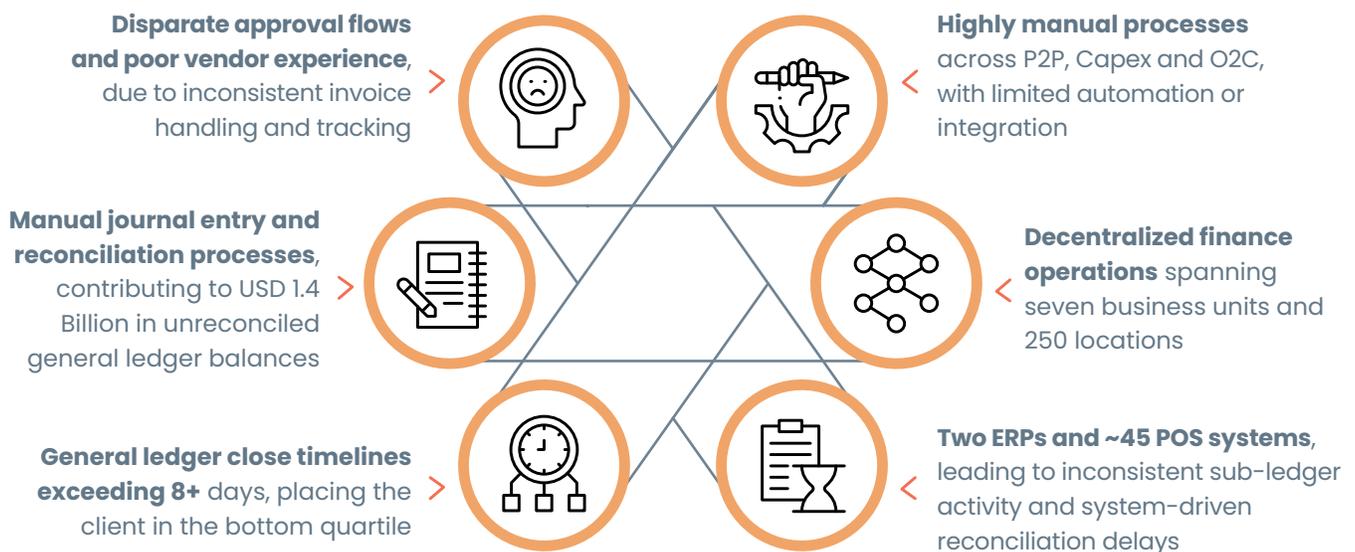# The Industry Landscape: Finance Modernization amid Fragmentation and Margin Pressure

The hospitality industry faces mounting operational complexity, driven by tight margins, rising costs and expanding technology footprints across business units. Finance operations are often spread across multiple ERPs (Enterprise Resource Planning), Point-of-Sale (POS) systems and reconciliation platforms, leading to manual effort, inconsistency and long close cycles.

As hospitality organizations pursue finance modernization, the focus is shifting toward integrated ERP environments, process standardization and selective automation. CFOs are increasingly prioritizing AI in finance operations to enhance accuracy, reduce operational risk and create real-time visibility across P2P, O2C and R2R cycles.

The Client Challenge: Manual, Fragmented Finance Operations with Low Process Maturity

The client's finance operations were burdened by non-standardized workflows, limited automation and fragmented system architecture. Key challenges included:

Disparate approval flows and poor vendor experience, due to inconsistent invoice handling and tracking

Highly manual processes across P2P, Capex and O2C, with limited automation or integration

Manual journal entry and reconciliation processes, contributing to USD 1.4 Billion in unreconciled general ledger balances

Decentralized finance operations spanning seven business units and 250 locations

General ledger close timelines exceeding 8+ days, placing the client in the bottom quartile

Two ERPs and ~45 POS systems, leading to inconsistent sub-ledger activity and system-driven reconciliation delays

The result was a finance function that lacked agility, created delays in decision-making and limited the client's ability to scale transformation.

The Solution: Digitally Orchestrated F&A Transformation with AI, Automation & Standardization

WNS implemented an end-to-end transformation roadmap across all core finance functions, including R2R, P2P and O2C, backed by proprietary tools, automation and intelligent process design.

1. R2R Enhancements

- Automated **20 percent of recurring journal entries** through BlackLine
- Accelerated **general ledger close** through early journal entry processing and sub-ledger optimization
- Consolidated **journal entry processing** to minimize volume and standardize entries
- Reduced **unreconciled general ledger balance exposure** by **USD 0.6 Billion**, strengthening balance sheet integrity and audit readiness

2. P2P Transformation

- Deployed **AP TRAC** **R3**, WNS' **AI / ML-powered** Accounts Payable (AP) platform, driving more than **40 percent efficiency gains** and **USD 1.7 Million+ in cost savings**
- Deployed **an intelligent AP workflow** to track and standardize the invoice processing flow, improving Optical Character Recognition (OCR) success to 80 percent, reducing touchpoints, optimizing queue movement and enabling real-time tracking

3. O2C and Capex Standardization

- Consolidated and standardized **Accounts Receivable** (AR) workflows
- Implemented Zoho case management system to **streamline dispute and query resolution** from vendors, customers and internal teams

4. Data Intelligence and Controls

- Deployed WNS' proprietary **duplicate invoice detection solution** to detect and prevent duplicate payments, identifying **USD 6 Million** worth of duplicate transactions
- Developed and implemented an in-house Excel-based "search engine" tool to streamline **invoice status checks across 400+ updates and 28 different tabs**
- Enabled **real-time visibility and faster action** on business-critical finance metrics

5. Digital & Automation Initiatives

- Deployed **11 robotic projects** across R2R, O2C and P2P, delivering **32 percent productivity gains** and **USD 1.1 Million in cost savings**
- Proposed **touchless processing** and **Generative AI for vendor queries** as forward-looking capabilities

The Outcome: Unified Finance. Stronger Controls. Future-ready Operations

The transformation enabled the client to build a cohesive, efficient and scalable finance function with significant impact on performance, compliance and stakeholder experience.

Tangible outcomes included:

PO Penetration
Increased from **~40 percent** to **83 percent**, strengthening spend control and compliance

Invoice Processing TAT
Reduced from **48 hours** to **24 hours**, accelerating payments and lowering backlog

Parking Rate
Dropped from **~23 percent** to **~6 percent**, improving efficiency and aging control

Journal Entry Automation
Uplifted to **85 percent**, boosting accuracy and month-end agility

General Ledger Close Timeline
Compressed from **8+ days** to **6 days**, enabling faster financial visibility and decision-making

Duplicate Payments Prevented
USD 5.5 Million in cost savings, improving working capital protection

First Pass Yield (FPY)
Elevated from **~77 percent** to **94 percent**, driving higher right-first-time invoice execution

External Recognition

The solution earned notable industry accolades, including:

Gold Stevie Award (2025) for AP TRAC R3 in the AI/ML Solution Category

Stevie Award for a Successful RPA Program (2024)

ISG Award for Finance Transformation (2024)

About WNS

WNS, part of Capgemini, is an Agentic AI-powered intelligent operations and transformation company. We combine deep domain expertise with talent, technology, and AI to co-create innovative solutions for over 700 clients across various industries. WNS delivers an entire spectrum of solutions, including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. WNS has 66,085 professionals across 65 delivery centers worldwide, including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States.

To know more, write to us at **marketing@wns.com** or visit us at **www.wns.com**

WNS
Part of Capgemini