

RETAIL LOAN ACCOUNT RECEIVABLES MANAGEMENT USING DATA ANALYTICS



Need



Easier underwriting process tend to increase lenders **risk exposure**



Highx cost to recover bad debts due to **maanual** on-ground visits and **rhetoric collection practices**



Power digital innovations using ML and AI platforms



Targeted intervention and pre delinquency outreach has the potential to change the lending landscape

Case study

Context: A leading private bank in India was struggling with deep vintage accounts. Multiple calls for many years and on-ground visits are costly, led to little recovery.

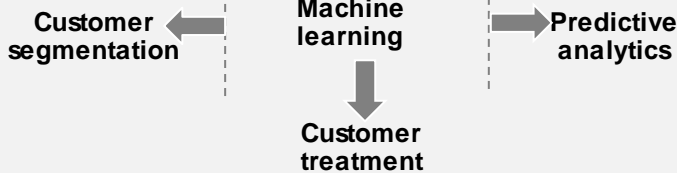
Recommended configuration:

spocto Trace

Features

- Using a machine learning software to micro segments for targeted intervention.
- Through Machine learning driven digital engagement, the optimal communication strategies and protocols were evolved. The time and mode of communication was also evolved.
- End to end collections tracked and managed through a cutting edge CMS
- Agent training and agent-client conversations enhanced through on-screen prompts on the CMS
- Significant restructuring of settlements increased chances of debt settlement

Solution characteristics



<p>Integrate data sources on</p> <ul style="list-style-type: none"> • Customer behavior • Customer demographic • Account activity • Customer psychographic • Previous history from Collection system 	<p>Contact strategy optimization..</p> <ul style="list-style-type: none"> • Voice • email • Text • Chat bot <p>Loan repayment restructuring</p> <ul style="list-style-type: none"> • Restructuring • Settlement • Loan workout 	<ul style="list-style-type: none"> • Streamline collection strategies based on propensity to pay • Agent coaching and Agent - customer pairing
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▶ Over 100 valuables across systems are trained and treated using a cluster of ML algorithms like BinaryTree, Multi node tree, K means, Linear regression, Naïve bays

Solution Benefits/ Client Impact

- Streamlining debt collection by segmenting receivables accounts according to their propensity to pay.
- Determine the most efficient point and time and optimal communication channel with the customer
- Streamline collection strategies and reallocate resources
- Pre-delinquency outreach can be made more effective
- Better criteria for customer segmentation

For more details contact us on

hello@spocto.com