

BPO - Collection Use Case Documentation

In a world dominated by data, it's more important than ever for businesses to understand how to extract every drop of value from the raft of digital insights available at their fingertips.

Business leaders feel that using data to their advantage will significantly improve the way they run their companies – and they're not wrong.

By gaining the ability to understand which datasets are relevant to particular goals, strategies, and initiatives in your organization, you'll be able to identify trends or patterns that will help you make significant improvements in a number of key areas within the organization. This concept is known as business intelligence.

Today, consumer expectations are undergoing a seismic shift and successfully deploying an business intelligence helps engage and manage customers across multiple channels within a single journey.

Our platform taps into customer sentiment, behaviour and product relationship intelligence to gain insights into customer patterns. By using Intellicus Business Intelligence tool, organisations can improve efficiencies within customer communication channels and analyse campaign performance.

It allows businesses to formulate more effective strategies, measure effort across processes and determine the root cause of performance. These insights can reduce cost to serve customer, while increasing revenues and supporting performance.

Debt Collection Use Case

Debt collection is the practice of actively pursuing recovery of payment for loans, goods, and services. Debt collection occurs when the terms and conditions, as set forth in the contract that governs the agreement between the two parties, creditor and borrower, are breached.

Through BI businesses was able to formulate more effective strategies, measure effort across processes and determine the root cause of performance. These insights resulted in cost reduction for debt collection process, while increasing revenues and supporting performance.

Background

The use case is for early stage collections of Indian Bank with small customer base and a presence spread across India.

Business Challenge: The bank faced challenge in its day to day operations. Predominantly manual processes led to error-prone, Adhoc strategy and low performance. In addition, siloed & legacy processes resulted in poor visibility and rampant inefficiency.

The use case helped automate the data life cycle which also included prediction to enhance process performance, improve agent utilization and reduce cost.

Intellicus Solution

Single source of truth through structure process flow and standardize automation through business process re-engineering.

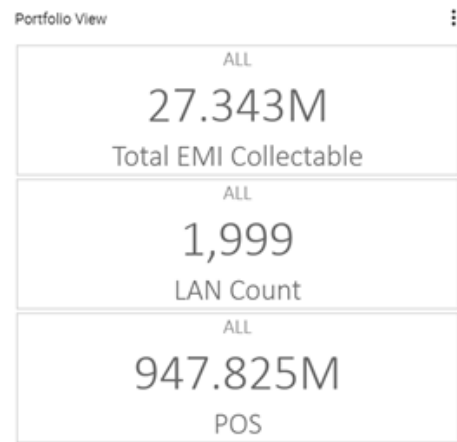
Enable robust flow chart backed by machine learning to achieve high revenue.

Established a dedicated universal automated solution for on-demand business intelligence deployment for any stage of debt collection.

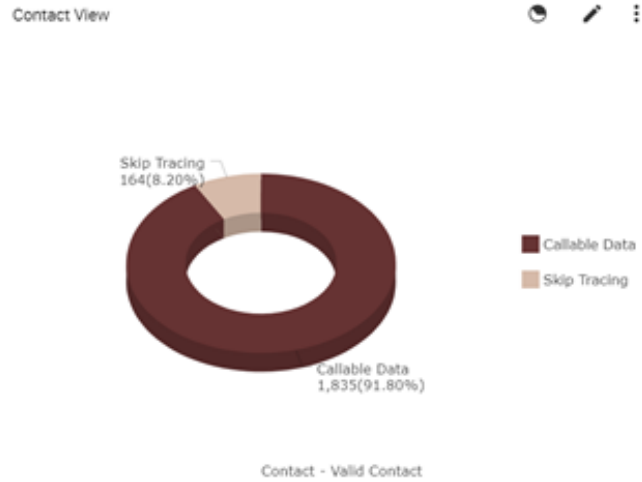
Single window data life cycle solution enables users for enhanced productivity.

Snapshots of the Use Case

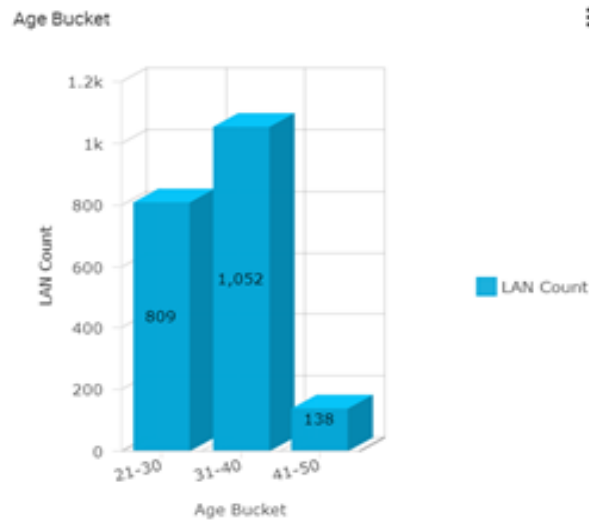
1. Portfolio View – The below snapshot provides a quick view of the portfolio for debt collection process.



2. Contact View – The contact view is achieved through ETL activity which includes data formatting, data cleansing and incorporating debt collection business logic.



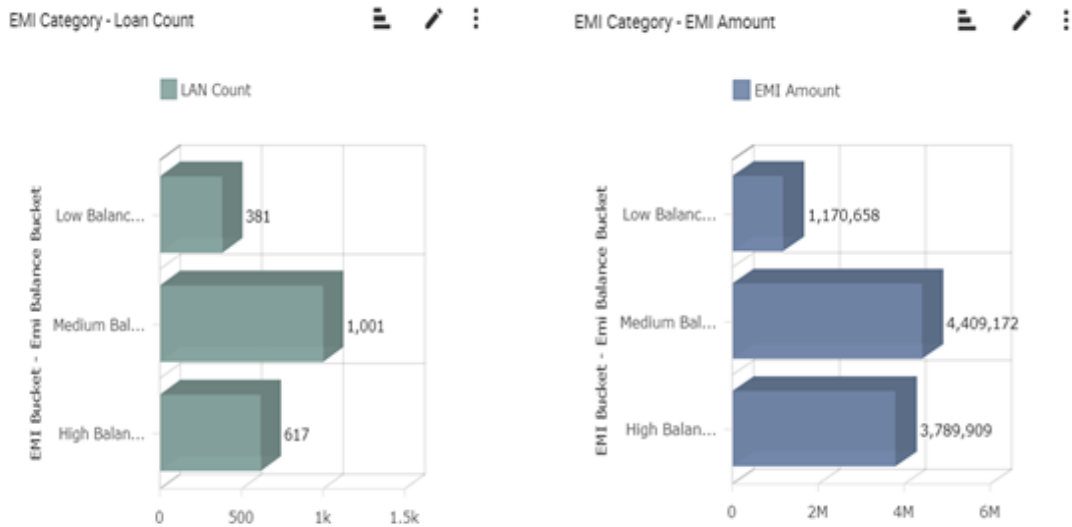
3. Age Bucket – Age bucket provides customer age in 3 buckets i.e. 21-30, 31-40 and 41-50 (in years). The significance of this view is to strategize the account level approach and customer reach.



4. EMI Category – EMI Category reflects the customer segmentation basis the principle outstanding of the customer.
5. Low Balance – Defines customer with lowest principle outstanding.
6. Medium Balance – Defines customer with medium range principle outstanding i.e. 2 lac to 4 lac in this case.

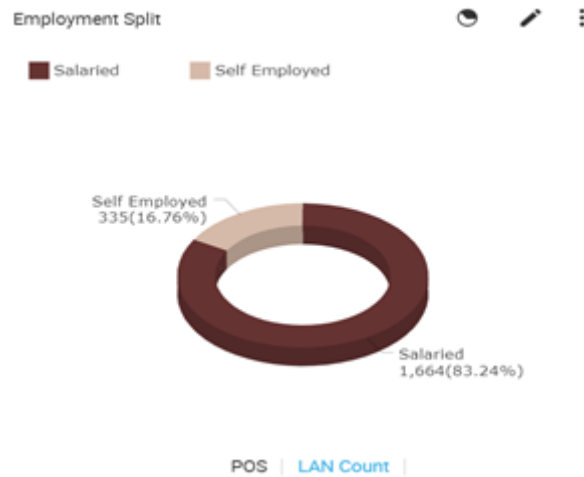
7. High Balance – Defines customer with highest range principle outstanding i.e. above 4 lac in this case.

The important of EMI category signifies the potential of the process and helps target the right customer through appropriate channel hence enhance the overall process performance.



8. Employment Split – Segregation of customer segment basis the employment status. While this is a simple view however it provides a quick glance to the overall customer data after filter is applied to either case.

This helps to understand the agent skill set required to liquidate the portfolio for each customer segment.



9. Duration of Credit – This is a critical KPI to measure the customer tenure with the product for debt collection portfolio. The KPI helps to prioritize the accounts basis loan tenure and reduce NPA impact for the bank.

The cross table provides drill down for all critical KPI of the portfolio to the account level count

This data table is in format readable by dialer application

Duration of Credit

				Measures		
↑ ↓ Duration of Credit	↑ ↓ EMI Bucket	↑ ↓ Location	↑ ↓ Delinquency Bucke	● LAN Count	● POS	● Total EMI Collectable
▷ 30-40	▷ ALL	▷ ALL	▷ ALL	653	309,127,930	8,956,099
▷ 41-50	▷ ALL	▷ ALL	▷ ALL	933	443,722,072	12,874,207
▷ 51-55	▷ ALL	▷ ALL	▷ ALL	249	117,025,751	3,349,368
▷ 56-60	▷ ALL	▷ ALL	▷ ALL	164	77,948,792	2,163,204

10. Risk Score View – This KPI helps segregate the customer into risk category. Risk score is KPI to strategize the approach for each customer. Below are the definitions for the risk score:

- Low Risk – Highest propensity to pay
- Medium Risk – Medium propensity to pay
- High Risk – Lowest propensity to pay

Risk score card enables the strategy for customer approach and bifurcates the approach basis 3 broad category i.e.

Risk Score View

				Measures		
↑ ↓ Risk Score - Risk Sc	↑ ↓ EMI Bucket	↑ ↓ Cibil Score	↑ ↓ LAN	● LAN Count	● POS	● Total EMI Collectable
Low Risk	▷ ALL	▷ ALL	▷ ALL	377	184,059,456	3,280,241
Med Risk	▷ ALL	▷ ALL	▷ ALL	632	297,408,302	8,088,518
High Risk	▷ ALL	▷ ALL	▷ ALL	990	466,356,787	15,974,119

11. Call Details – Drill down and Multi-media Integration.



Over dashboard QA can slice and dice to listen the targeted call recording