



Innovative CollectSmart for Call Centre

i Introduction

Collections is critical business for any financial business. There are multiple processes present in currently in the market. MIS teams are involved in creating campaigns. Excel sheets are being used at quite few places. Collection Strategies gets decide depending on the client's behavior.

“ This is long-term solution which operates independently, improving collection business on an ongoing basis. The actionable recommendations and solutions make sure that customer stays happy and business should continuously grow. A good solution is key to increase collections and grow business.

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Customer

Customer based in South Africa is an independently owned business, that was established to meet the need for affordable finance for small taxi owners (the bulk of which are disadvantaged part fo the society). The business which has been in existence for more than eight years has created an asset based loan funded by sophisticated financial instruments giving the business a Moody's rating of Aa.za on the senior debt. Customer's primary role is an enabler of affordable and safe transport to the 15 million commuters who travel the roads of South Africa every day

Requirement

The objective of this solution is to develop a module which automate the campaign building process and allocation process for the Collections department. In order to enable the Collections Agents to call the customers for the collection, the accounts are divided in various categories based on certain rules. All these categories are considered as calling campaigns.



Challenges

- ▶ To Import Data from Universe database
- ▶ Data Integrity across multiple systems
- ▶ Data Quality and Error Handling
- ▶ Big Data handling
- ▶ Third Party Integrations
- ▶ Complex Financial Calculations
- ▶ Click to Call and SMS



Solution

Focusing on the challenges, Winjit implemented solution which automates campaign process and gives consolidated customer centric view to user to be able to work easily and effectively. This product ensured that all the requirements were addressed. Automatic and faster campaign process saved lot of time of business at the start of the month. Collection System gives customer centric view of customers' history, all details etc. Quick calling and SMS functionalities which gives better user experience. MIS team can do better reporting.



Achievements

- ▶ Automate Campaign Process
- ▶ Customer Centric View
- ▶ Easy and Quick Collections
- ▶ High increase in collections per month.
- ▶ Increase in collection by 100%
- ▶ Increase in efficient follow up call ▶
- ▶ Better and Easy Reporting



Conclusion

This is long-term solution which operates independently, improving collection business on an ongoing basis. The actionable recommendations and solutions make sure that customer stays happy and business should continuously grow. A good solution is key to increase collections and grow business.

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