ARTIFICIAL INTELLIGENCE IN FINANCIAL SERVICES

The growing retail demand, digital consumer footprints and emergence of fintech platforms require retail financial services businesses to quickly adjust to the new opportunities by embracing data driven analytics capabilities as vast amounts of data are being captured and available for intelligent decision making. The winners of the future will be those organizations that are able to develop and execute micro customer level strategies at scale using data-based intelligence and innovative operating models.

SKP is helping its clients in this transformational journey by developing and delivering value-based solutions using artificial intelligence and intelligent automation technologies in various facets of retail financial services.

? We can help answer the most important questions

What is the **best offering** for a particular customer?

Which customers should be part of "this" campaign?

How do we **prevent fraud**?

Which accounts are **potential NPAs**?

Which is the best engagement **strategy for collection** based on customer profile?

Customer Engagement **Customer Acquisition** **Risk Control** **Process Optimization** **Digital strategies** **Collections**

Our Recent Experiences

Sales Management
AI model that brings together sales personnel individual capability, micro-market potential, seasonality, promotional events and competitive action to predict revenues and course correction recommendations.

Fraud Control
AI model that learns from data patterns and past investigations to look for exceptions indicating potential fraud.

Loan Repayments
AI model that predicts the likelihood of realisation of represented cheques to optimise cost and to develop collection strategies.

Payment Follow-ups
AI model that predicts responsiveness of customers to various engagement channels (phone, SMS, App, etc.) to drive effectiveness and cost optimisation. It addresses three key questions – When?, Who? and How?

65%	2X	2X	4 Days
Decrease in the cost of cheque representation	Increase in hit rate of RCU operations	Increase in phone calling follow-up effectiveness	Saved per month in sales target setting process

TVS CREDIT

R Dhinesh
Chief Manager, Analytics

"As part of our ongoing efforts to optimise collections and improve working capital, we worked with SKP's AI and Intelligent Automation team to improve effectiveness of collection through re-presentation of electronic instruments. SKP handled the project from proof of concept to complete solution. The project has saved us substantial cost and unlocked significant field collection bandwidth. An excellently well-handled project by SKP."

Connect with our specialist today to understand how we can help.

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