

GOVERNMENT-OWNED FINANCIAL SERVICES IMPROVED COLLECTION EFFICIENCY BY 7X WITH KEWCOLLECTION

About the Company

One of the oldest financial services company owned by the government with more than 4,000 branches and 13 million customers has strengthened its collection capabilities to achieve high collection efficiency and reduce non-performing loan (NPL) by leveraging Big Data Analytics, Artificial Intelligence (AI) and Machine Learning with KewMann.

They have the social-economic mandate and they continue to drive growth through expanding and developing multiple new products. Although they have consistently high growth which is an average 38% increase of operating revenue in recent years, they would like to tighten the collection for their new lending businesses to drive greater success.



1. Existing core system that's only flagged out during delinquent stage

- Only able to work on the accounts during the delinquent stage which caused limited time to prevent non-performing loan

2. Slow collection effort with manual geographical coverage

- Using manual ways to cover a vast geographical area which cause low collection efficiency

3. Slowly rising NPL due to increase in new lending products launch

- The release of more new lending products resulted in an increase in credit risk that leads to a slow increase in NPL

4. Labour intensive and time-consuming for the mediation process

- With the social-economic mandate, they are keen to do more payment restructuring with troubled debtors but the mediation process is too labour intensive and take a long time to confirm the mediation plan from both customer and internal ends.

Impact & Result



Increase collection efficiency by 7x



Reduce 20% of NPL

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The Product : KewCollection

Early Warning that Allows Action Taken before Delinquency Starts

An embedded early warning detection system that quickly alerts and identify red flags for the potential default situation which allows proactive outreach such as soft reminder or mediation recommendation to reduce delinquency rate.

Accurate Customers' Credit Assessment with Behavioural Segmentation that Allows Better Decision-Making

Provide behavioural segmentation of customer's risk rating based on probability of default which includes very low priority, low priority, moderate priority and high priority level while providing suitable collection strategies and approaches for each risk level that allow collectors to prioritise workload and make quick decision to increase collection efficiency.

Reduce Turnaround for Mediation Confirmation with AI-Driven Mediation Engine

Mediation can be agreed on screen in a few minutes which will no longer be required to go through a long process of onsite agreement from both customer and collector sides. The collectors can initiate a personalised payment plan immediately on-screen with a simple process that eliminates waiting time for new mediation plan to be agreed from customers.

Personalised Messaging Automation that Drives Actions

Provides personalised messaging based on behavioural analytics to influence customer's behaviours and automate the workflows for collectors to work based on collection score to increase operational efficiency.



Contact us:

<https://www.kewmann.com/company/contacts>

Sign up for Personalised Discovery Workshop:

<https://info.kewmann.com/debt-collection-reduce-npl>

Visit our website:

<https://www.kewmann.com/>

