Straive

Case Study

Collections Transformation **for Contact Strategy**

Background & Challenges

- Our client, a leading Australia based BNPL was facing challenges on collections front. They followed a static collections contact strategy was driven by only FICO scores leading to poor outreach impression and sub-optimal recovery rates

Objectives

- Deploy a comprehensive Collections Transformation framework to embed AI/ML based best practices for default scoring, channel optimization, and content optimization

Approach

Step1: Default Risk Scoring

- Risk Scoring to predict customers' likelihood to not pay basis account PnL, transactional, demographics, and bureau data
- Divide Population in different risk buckets (micro segments) using dimension like Score, and Outstanding Amount

Step 2: Channel Optimization Models

- AI/ML Based Model to address the following:
  - Right Channel of Contact
  - Optimal of Contacts
  - Time of Day Contact
  - Day of Week Model

Step 3: Content Optimization Module

- Dynamic templates for communication letters leveraging following approaches:
  - Few Shot Learning
  - Content A/B Testing
  - Template Optimization

Key Results

13.4% increase in Open Rates

15% improvement in $ Recovery Rate

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries— including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media— we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

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