

DASCEQ'S MULTI-DOLLAR SAVINGS



Filtering what's important using Dasceq's recommender algorithms

User-based preferences are the gamechanger in the entire system of debt collection and needless to say the choice is in the hands of the debtor. By providing what's really needed by the user using recommenders, businesses can make a lot of money just like the famous giants Netflix and Amazon.

Dasceq's personalized recommendation engine (RE)™ is based on a mechanism of collaborative and propensity-based filtering of the data to yield a commercial result that is then used to build out a strategy for minimal call friction and more point of contact. The suggestions produced by RE™ are based on more than 1000+ variables that it contains along with the historic or in-house data in-store. Our recommender engines identify patterns that need extensive data and churning of systems over a long period of time. Dasceq guarantees to do it in just 3 months, that's right 90 days!!

The foresee drivers are accurate, precise, and collective to the point that we were able to successfully save \$160,000 per month for one of our clients which were up to 22% of their agent cost reduction.

Data collection – rating- filtering:

Identifying the key parameters to stand out as primary and secondary variables is one of the crucial steps of Dasceq's personalized recommendation engine (RE)[™]. A chance to hedge between high-risk and low-risk accounts well in advance to ensure minimal manual labor and more revenue/debt collected for the business.

One of our clients, a renowned auto-lender company in the USA with over \$250000 in revenue per month, largely wanted a predictive model to flag accounts based on the risk and payment propensities. On top of it, they wanted to identify top drivers that caused their agents to repeatedly call the same debtor for debt and received payments after multiple touching bases. Dasceq's (RE)[™] was brought to the system in Feb 2022 to fulfill their wants and make sure the calls with the right point of contact were engaging and fewer dropouts to avoid irate and frustrated customers. The challenges were many for Dasceq including a major challenge of the limited data chunk to feed the algorithm and the conflicting interpretation of their in-house data.

Method & Impact :

It took Dasceq's (RE)[™] a month to just collate data and integrate it to the +1000 consumer behavioral variables in order to build an omnichannel approach. A detailed analysis using First contact resolution metric along with Frequent Consumer-used Channel Preferences was performed.

Rigorous testing of hypotheses that came in the first few rounds was performed to make sure the interpretation of the recommendation engine's algorithm was on point. **A predictive model was thus brought to life using Dasceq's SmartAI framework and 100% digitization of their workflows.** The impact was significant in business as we were able to save around \$500 per account by reducing the frequency of calls and applying an omnichannel communication method.



WE WERE ABLE TO
SAVE AROUND \$500
PER ACCOUNT BY
REDUCING THE
FREQUENCY OF CALLS
AND APPLYING AN
OMNICHANNEL
COMMUNICATION
METHOD

The portfolios were segregated on the basis of their contact and payment propensities following a multi-channel approach, this was possible owing to the thousand-plus variables including behavioral recommendations by Dasceq's (RE)TM. The agents were able to take payment promises in as lesser calls as possible since the consumer was alerted about the account or debt stage well in advance, thereby reducing the call volumes and duration. The consumer service also shot up as more customers were happy with the lesser calls and more clarity on their accounts.

We projected an estimate of \$170,080 in annual operational savings.



**Do you have an analytics need or an ask to
simplify your current debt collection
process?**



Request an email

