Early-stage collections call centre optimisation

Identifying who is likely to pay in the next month and what collections interventions to apply for each account.

Benefit

The solution removed costs from the operational process without missing any of the collections previously received.

Context

For this collections call centre, there were more accounts to process than capacity available. However, many of the accounts contacted were not converting to collections – just 6% of accounts ended up paying as part of the campaign.

Methodology

Emerge built an AI solution to predict at the beginning of each month which accounts were likely to pay on the back of collections interventions. The list was then rank ordered according to the collections score determined by the AI solution. The collections interventions were prioritised in this rank order. Initially all the accounts were called to assess the model's accuracy.

Results

40.3%

of costs saved while still collecting all the cash in the dataset

81.6%

accuracy at identifying payments

EMERGE