

# AI use in the Collections industry

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Ian Ferguson, Client Development Manager



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# Agenda

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- ▶ **Understanding Artificial Intelligence (AI)**
- ▶ **The use of AI in collections**
- ▶ **Implementing a Chatbot Solution**
- ▶ **AI visits**

# About AI

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- 7 Types of AI
- Software Algorithms
- Data
- Learning-training
- Recognise patterns and relationships

# Issues with AI

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- ▶▶ Substituting creative traits music, writing photos etc
- ▶▶ Can go wrong, inherent bias, wrong patterns
- ▶▶ Amount of power it needs
- ▶▶ DPD disable AI chatbot after it swears at customer and calls company 'worst delivery service'

# The use of AI in Collections

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- Predictive behaviour
- Recovery history
- Number of house moves
- Number of made/missed arrangements
- Vulnerability
- Chatbots > increasing accessibility
- Organising visits

# Chatbots: Implementing a Chatbot Solution

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## CONSIDERATIONS

### ▶ Off the shelf vs a custom-made solution

- FAQs or integrated with your systems?

### ▶ Timescales – How urgent is your solution?

Phase 1 – Build

Phase 2 - Test

Phase 3 – Go live (more testing)

Phase 4 – Ongoing development

# Chatbots: Implementing a Chatbot Solution

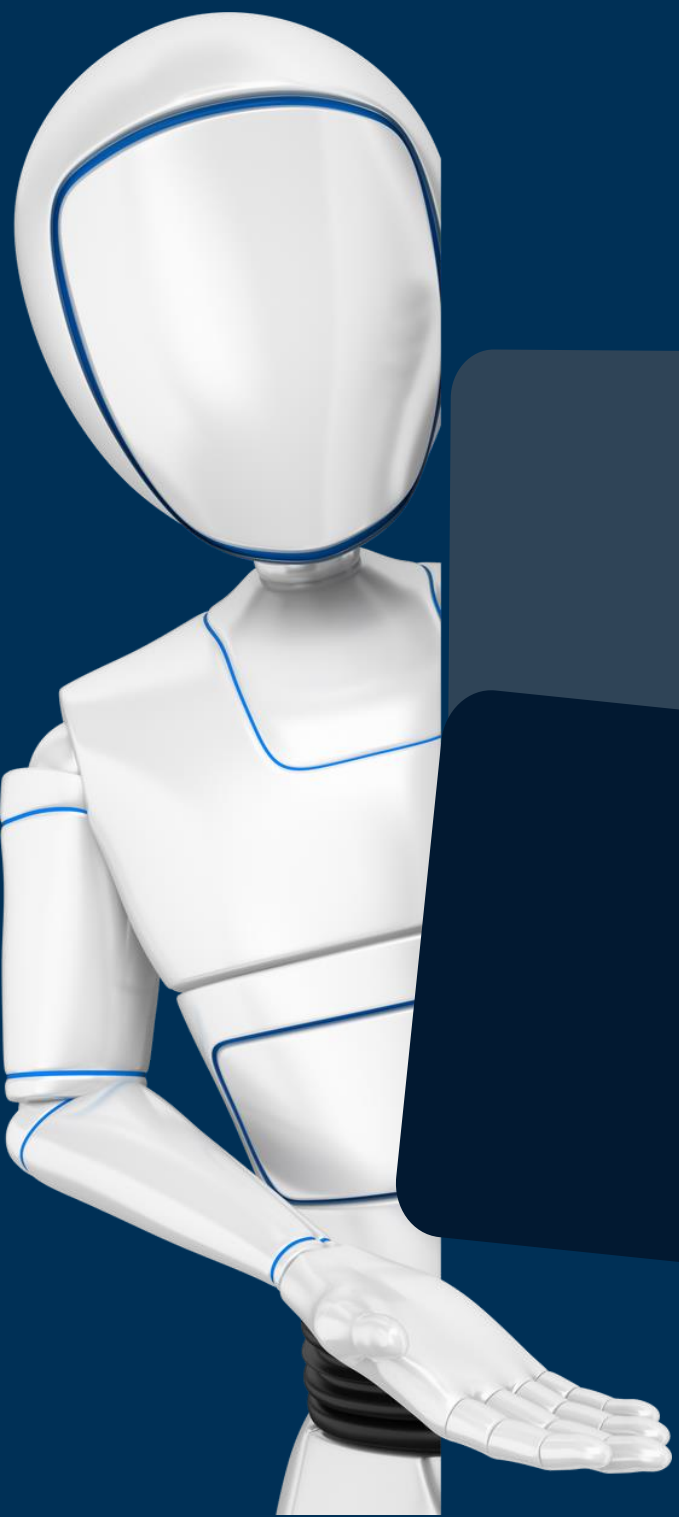
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## FEATURES

- ▶ Improved operational resilience – unlimited capacity
- ▶ Improves capacity
- ▶ 24/7/365 service

## BENEFITS

- ▶ Increases accessibility
- ▶ Improves engagement
- ▶ Increases collections
- ▶ Improves customer experience



**INTRODUCING**

**DUKE**

**OUR AI-POWERED CHATBOT**



# About Duke

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- ▶ Large investment to build from scratch with technology partners (12 months of development)
- ▶ Provides an indirect method of contact to support vulnerable customers
- ▶ Uses AI to answer simple and complex enquiries – not a FAQ bot.
- ▶ Acts as a comprehensive customer service platform
- ▶ Available 24/7 on our dedicated debtor website and Facebook messenger
- ▶ Award-winning tool



# How it uses AI

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## FEATURES

- No predefined scripts
- Uses advanced machine learning algorithms and natural language processing technologies
- Understands language nuances
- Integrates with our CRM (CivicaCollect) for personalised responses
- Complies with DPA
- Infinite capacity and responses in real-time
- Available on demand



# How it uses AI

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## BENEFITS

- Currently managing 65% total chats
- Equivalent of 2 FTE – reinvesting those agents into other areas of business
- Increased accessibility and convenience – supported **8% increase in out of hours payment**
- Improved customer service and satisfaction – **40% reduction in resolution time**
- Increased collections
- **Identifies vulnerable customers** through integration with CivicaCollect and sentiment analysis – 10% increase in identification, with 75% escalated to human agent.
- AI is **continuously learning and developing**



# Lessons learnt and future plans

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## LESSONS LEARNT

- Implementation cannot be rushed – doing so will reduce immediate and long-term engagement
- Absolutely worth the investment!

## THE FUTURE IS BRIGHT

- » Integration with SMS & WhatsApp
- » Developing an in-conversation I&E capability to facilitate more arrangements
- » Evolution into proactive assistant
- » Capacity to answer inbound calls



# AI- powered visits



# Using AI for visits in collections

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## CONSIDERATIONS

- ▶ **Timescales** - It is not a quick process, needs to run alongside existing model
- ▶ **Employee buy-in & staff trainings**
- ▶ **Financial investment**

## BENEFITS

- ▶ Organic improvement on visits made per day
- ▶ Reduces carbon footprint – strategic route planning
- ▶ Saves administration time & better employee satisfaction

MICHAEL

ETA: 10.02

INTRODUCING

VISIT GENIUS

OUR AI-POWERED ROUTE SCHEDULER



DAVE



**DUKES**  
BAILIFFS LIMITED



# Visit Genius

- ▶ AI-led route scheduling and optimisation tool
- ▶ Developed in partnership with Destin, after 18months of planning, build and testing
- ▶ Award-winning software



GO-LIVE DATE: March 2023

Used by all our Enforcement Agents, as standard.





# How it uses AI

## FEATURES & FUNCTIONALITY

- Automatically schedules & prioritises visits based on set criteria (age, debt stream, urgency, etc)
- Delivers personalised routes based on individual EA performance
- Constantly updates EA route based on visit outcomes, traffic updates
- Guarantee a visit on different days and different times
- Provides an image of each property on map

# How it uses AI

## BENEFITS

- Boosted revenue by 33%
- Reduced returned 'unsuccessful' cases
- Increased convenience and predictability
- Improved customer service and satisfaction
- Saves each Agent 32.5 days a year administration time
- Increases average visits per day
- Strengthened client satisfaction and trust
- Eco-conscious enforcement

# Lessons learnt and future plans

## LESSONS LEARNT

- Resistance to change is inevitable but not insurmountable
- Designating a super user(s) is key
- It takes time, patience and consistency is required

## THE FUTURE IS BRIGHT

- » Integration with Propensity Insight
- » Develop an automated allocations process

# Q&A

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