



Data-Driven, Flexible Debt  
Collections. For FinTechs &  
Customers Alike. 

---

## Challenges FinTechs face today

FinTech companies are leading the technological revolution across the world. With the increasing adoption of digital technologies disrupting the way banking is done, FinTech companies seem to have struck the right chord with tech-savvy customers. However, when it comes to debt collections, there are certain challenges that FinTech firms need to overcome.



Risk mitigation



Cost-to-collect



Customer experience

The significant impact of COVID-19 on debt collection and the imminent defaults have further necessitated a digitally-driven standardized approach to ensure collection management efficiency, process consistency, and reduced customer anxiety.

## The advantages of digital are diverse

An AI & Machine Learning led debt collection solution will help FinTechs optimize their collection efforts by channelizing the most appropriate channel at the right time by providing deep insights into customer behavior. Analytics on historical customer data interactions provide key insights for personalized customer experiences. Further, the digitization of collection processes significantly increases the success rate of debt settlement and customer retention. FinTech firms such as yours who design their core debt collections strategy with digital-first approach in mind will have built themselves an enduring advantage.

## Firstsource's data-driven solution for FinTechs

### Enhancing customer experience with AI-enabled debt collection strategies.

Firstsource digital collections platform is underpinned by Our 'Digital First, Digital Now' approach that leverages diverse technologies such as automation, AI/ML, and cloud-based services. Through a people & technology transformation framework, it helps decode customer personas and interactions leading to long-term customer engagement and better future recoveries. This approach will allow you to meet your customer requirements and create moments that matter, through their preferred channel of engagement.



# Driven by customer-centric solutions



**Flexible and customizable** digital platform designed per client requirements



**Full control** of strategies, processes and outcomes



**Change Ready** – proven capacity to adapt to business dynamics



**Transformational** Business Intelligence



Lower cost & Flexible **Commercial models**



Bank-grade **Compliance & Security**



Schedule a Demo to know more.



# Digital Collections benefits both Fintech companies and end-customers

## FinTechs are empowered with AI-driven communication strategies



### Open & Click Rates

High open and click rates of emails seeking loan payments



### Volumes

Ability to handle large volumes of communications running into millions



### Payer fulfilment

Digital collections ensures better collections instead of settlement



### Digital Associates

Enabling personalized, empathetic and tacit verbiage & scaling up or down of digital associates



### Security & controls

Secure and robust systems to protect customer privacy and ensure compliance



### Better customer contact mechanisms

Scalability to all customer contact components like emails/ website to meet your needs



### Drop - Offs

Low drop-off rates of customers pulling out in the last moment

## End-customers enjoy personalized, and secure services



### Self-service

Ability to enable customers with self-serve options helping reduce cost to recovery and increase collection rates



### Digital Associates

Enabling personalized, empathetic and tacit verbiage & scaling up or down of digital associates



### Security & controls

Secure and robust systems to protect customer privacy and ensure compliance



# Improving Performance at Scale

Digital collections is a transformative and continual journey to help you achieve better results and compliance through a tested, stable and proven environment.



**71%** Increase in Revenue per Account



**79%** Reduction in Cost to Collect



## Net Yield

Traditional - **\$69 /Acct**

Digital - **\$139 /Acct**



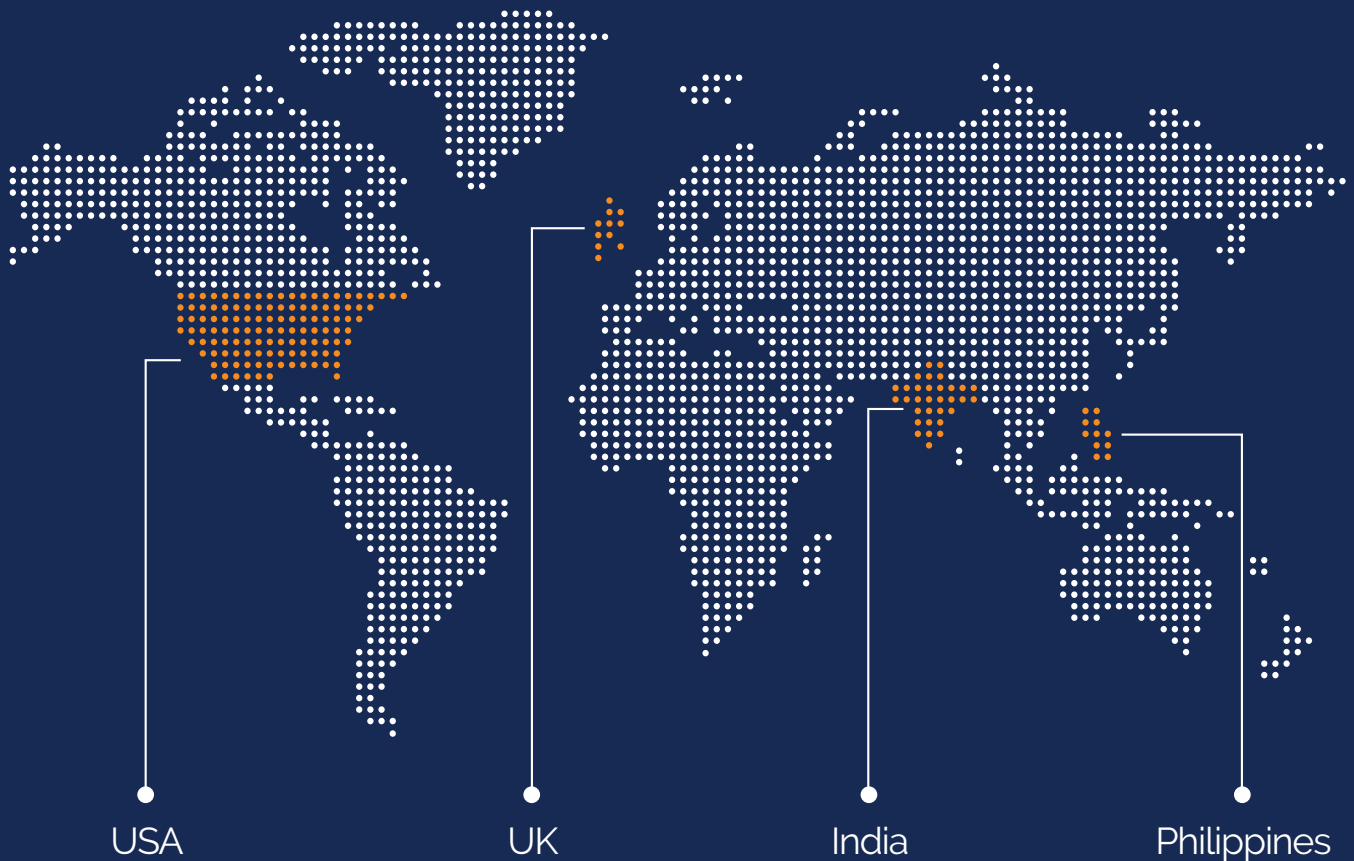
**131%** improvement in collections effectiveness

**76%** of the value is from Revenue Lift

**24%** from Cost Saving

With so much change on the horizon, why wait?  
Schedule a Demo to know more.





---

## Helping customers stay ahead of the curve through transformational technologies and capabilities

Firstsource Solutions Limited is a leading provider of customised Business Process Management (BPM) services. Firstsource specialises in helping customers stay ahead of the curve through transformational solutions in order to re-imagine business processes and deliver increased efficiency, deeper insights and superior outcomes.

We are trusted custodians and long-term partners to 100+ leading brands with presence in the US, UK, Philippines and India. Our 'rightshore' delivery model offers solutions covering the complete customer lifecycle across Healthcare, Telecommunications & Media and Banking, Financial Services & Insurance verticals. Our clientele includes Fortune 500 and FTSE 100 companies.

For more information, please visit [www.firstsource.com](http://www.firstsource.com)