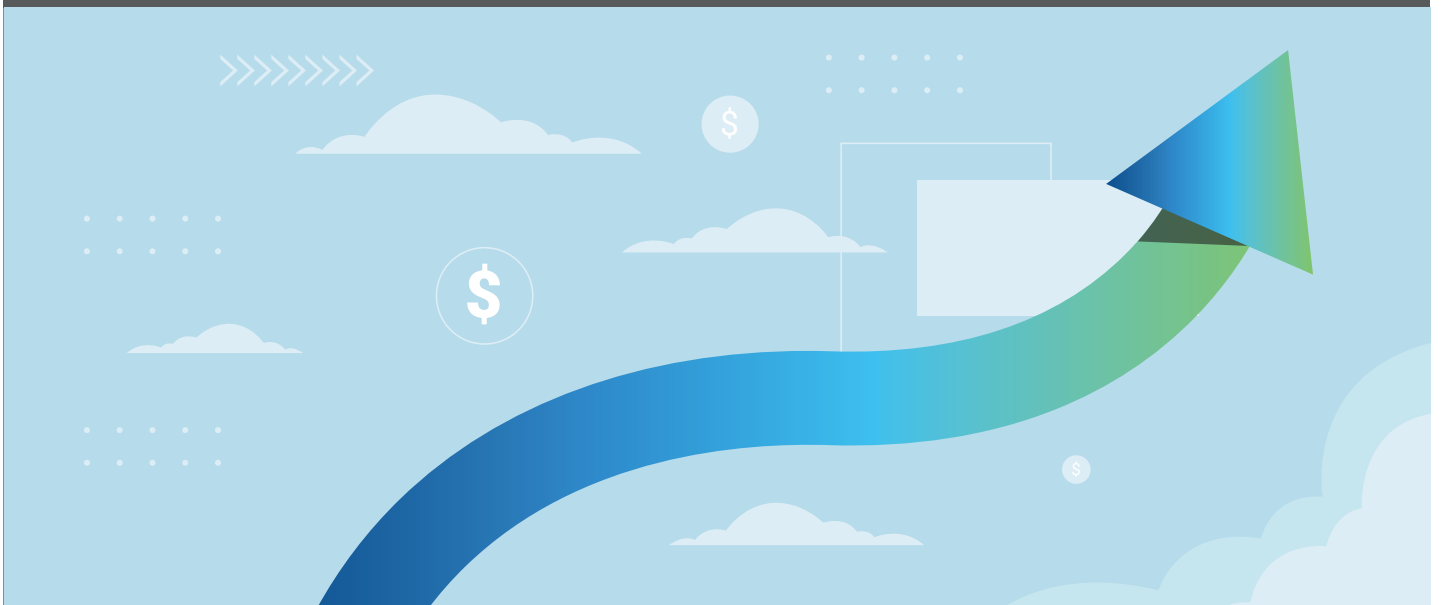


## Case Study

# Skit Automated and Augmented Debt Collection to **Improve Collection Rate And Speed**

The enterprise improved and expedited collection by automating inbound and outbound collection calls at **40% lower costs.**



## About the Customer

Number of loan files

1.6 Mn

Number of branches

1137

Incorporated In

1978



# Business Challenges




Low collection rates



Slow collection campaigns



High cost of collection



Thousands of untouched delinquent files



Agent productivity & high attrition



The business needed to connect with as many defaulting customers as possible over a call (as sending only text messages was not enough) and not only collect the dues but also understand the reasons for non-payment and align human bandwidth as per the business priority of various dispositions from the AI agent calls.



# How it Works





# Results



## Improved Collection Efficiency

The customer is able to handle high-volume collections effectively, by increasing the number and frequency of calls, without having to expand their agent workforce.



## Faster Collections

The customer is now able to call thousands of consumers in just a few minutes. The digital voice agent follows up with consumers at regular intervals of time without fail and collects part payments as per schedule.



## Enhanced Agent Productivity

Now, the first round of calling is done by digital voice agents, and human agents are looped in only to handle potentially risky customers.

# Key Takeaways



Closed campaigns

**80%**

Faster

Achieved Collection rate of

**49%**

Go live in just

**2**

Weeks

Employee satisfaction score improved to

**61%**

From 32%

Cost of collection by

**40%**

Lower

Skit help businesses modernize their contact centers and customer experience by automating and improving voice communications at scale using voice AI-powered solutions. By enabling preemptive, intelligent problem solving and seamless live interactions, we have automated over 15 million calls for enterprises across industries. We help our customers streamline their contact center operations, reduce costs, and also enhance customer experience and engagement.

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