



# Financial Services



## VALIANCE SOLUTIONS

TRANSFORMING BUSINESSES WITH DATA ANALYTICS AND ARTIFICIAL INTELLIGENCE

### Banking: Datasheet

Key Technology Partners



Artificial Intelligence &  
Machine Learning



Data  
Engineering



Data  
Lake



Data  
Warehousing



IoT  
Analytics

# Financial Services

AI-based solutions are revolutionizing the way modern financial firms operate by addressing their critical needs such as customer service excellence, cost-effectiveness, and high security. Organizations leverage these solutions to streamline and optimize processes ranging from credit decisioning , fraud detection to customer support and financial risk management.

## AI/ ML Based Credit Decisions, Automation and Customer Engagement



**CONSUMER  
FINANCE**



**SME  
FINANCE**



**WORKFLOW  
AUTOMATION**



**DATA  
ENRICHMENT**



**PREDICTIVE SCORING**



**ENGAGEMENT**



**PERSONALIZATION**

## Segments We Serve



### **INSURANCE**

- Life Insurance
- Health Insurance



### **LENDING**

- Consumer Lending
- SME Lending



### **PERSONAL FINANCE**

- Banking
- Microfinance

## Insurance: Key Use Cases



- **PREDICTIVE CHURN MANAGEMENT FOR LIFE INSURANCE**

Increased revenue of 3M USD with an increase in Policy Persistency by 20%

- **PERSONALIZED INSURANCE SUGGESTIONS**

Incremental revenue of USD 100000 in 3 months with an improved cross-sell strategy among existing customer base

- **AGENT RECRUITMENT FUNNEL OPTIMIZATION FOR AN INSURANCE DISTRIBUTOR**

Targeted insights & recommendations to enable client optimize their recruitment funnel

- **CUSTOMER ATTRITION ANALYSIS FOR DIABETES CARE PROVIDER**

Enabled the client to detect early stage attrition by 15%

- **CUSTOMER RETENTION FOR LIFE INSURANCE PROVIDER**

20% increase in policy renewals using retention strategies driven by predictive churn scores for life insurance policies.

## Lending: Key Use Cases



### CREDIT RISK

Reduced default rate by 66% in just 18 months, with an increased loan disbursal by 10%



### CREDIT RISK ASSESSMENT FOR MICROLOANS

15% improvement in loan disbursals and reduced default rates by 10% within 6 months



### CREDIT RISK SCORING MODEL FOR MICRO SMALL CONSUMER FIRMS

Automated credit risk scoring and improved loan applications TAT to a few minutes



## DEBT COLLECTION

Improved debt collection efficiency for various types of loans using AI/ML, to automate and prioritize loan recovery efforts. Achieved 6% monthly average reduction in bounce rates for bucket 1; 23% and 65% improvement in collection rates across bucket 1 and bucket 3 respectively within 6 months of implementation.

## Personal Finance: Key Use Cases



### PERSONALIZED CUSTOMER ENGAGEMENT

Enabled Indian fintech to develop personalized customer experience solution for banking customers in India using their credit card spend, debit card spend and demographic data. Data collected from banking partners was processed on-premise to generate recommendations and pushed to banking systems in batch export.

### CROSS-SELL OF PERSONAL LOANS

Developed risk optimized personal loans recommendation strategy using predictive scoring for an NBFC using customer demographics, loan repayment track record and bureau data. Outcome was a 10% increase in the overall conversion rates compared to baseline conversion rates from previous campaigns



Valiance is a global AI & Data analytics firm helping clients build cutting edge technology solutions designed to solve your most critical business problems and scale more efficiently. We enable digital transformation in areas of Credit Risk, Fraud, Customer Engagement, Data lake, Data Quality etc. Our team comprises of 100+ professionals across Machine Learning, Data Engineering & Cloud expertise.

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