

# Generative AI-enabled Command Center for Customer Operations of a US Bank

## Key Challenges



- Repository of 15+ collections dashboards unable to drive clear communication of insights and actionable recos
- Dedicated Analytics team used to get frequent queries from collections executives and personnel
- No differential contact strategy based on potential risk and ability to cure for a given customer

## Business Solution



- > Gen AI-enabled KPI trees to identify segments with high potential risk
- > Gen AI-enabled bivariate profiling and correlation analysis to identify key variables of interest
- > Natural Language insights generator that runs on top of underlying database
- > Conversational bot to answer specific queries by collection agents

## Business Benefits



**40%** Improvement in Productivity through pilot implementation

**7.5%** Expected Drop in NCL rate for collections portfolio of Personal loan product



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