

Artificial Intelligence for Lending

AI based Risk Scoring System to access the credibility of the borrower

About Client

- Global lending firm provides secured & unsecured loans to customers
- Having an online platform for processing applications for newloans, underwriting, risk assessment, marketing and receiving payments

Business Drivers

- Replace the existing manual and rule-based risk assessment methods with more sophisticated machine learning and artificial intelligence-based solution using UiPath & RapidMiner
- Measure the Risk Score beyond what is given by FICO or CIBIL scores
- Identify the churn patterns and retain valuable customers
- Explore up-sell & cross-sell opportunities for the existing customers

Approach and Deliverables

- Developed an AI based lending system using RapidMiner data science platform to assess the credibility of the borrower with loan application scoring and reduce time in analysing the associated risk
- Predict the propensity of a consumer to churn based on historic data
- AI based Product recommendation engine

Outcomes/Benefits

- Loan processing time reduced by 60% by eliminating the manual process
- Reduced business risk by 15% by identifying low scored applications upfront in the process
- Reduced customer churn by 25% using actionable insights
- Increased revenues by 18% with effective up-sell of lending products to appropriate customers

