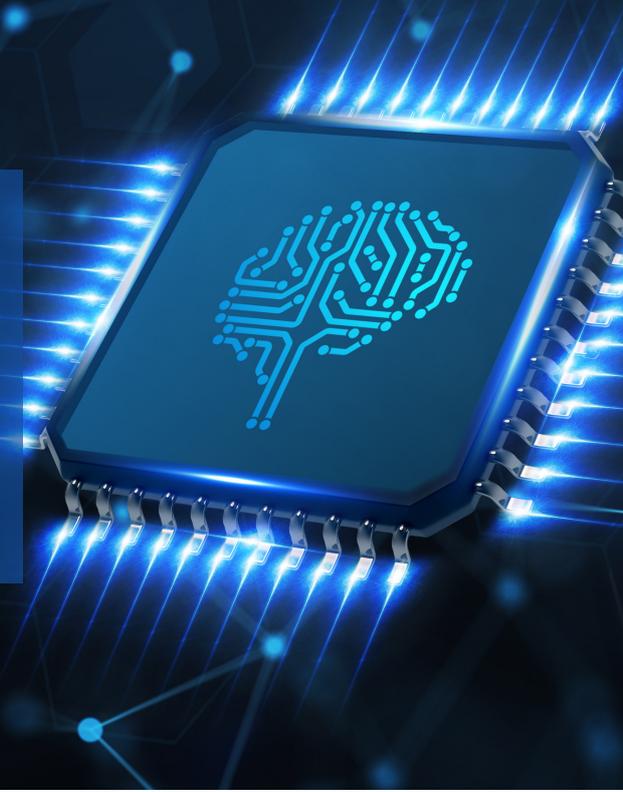


# How to Leverage Machine Learning and Automation To Maximize Collection Profits



## What is Machine Learning?

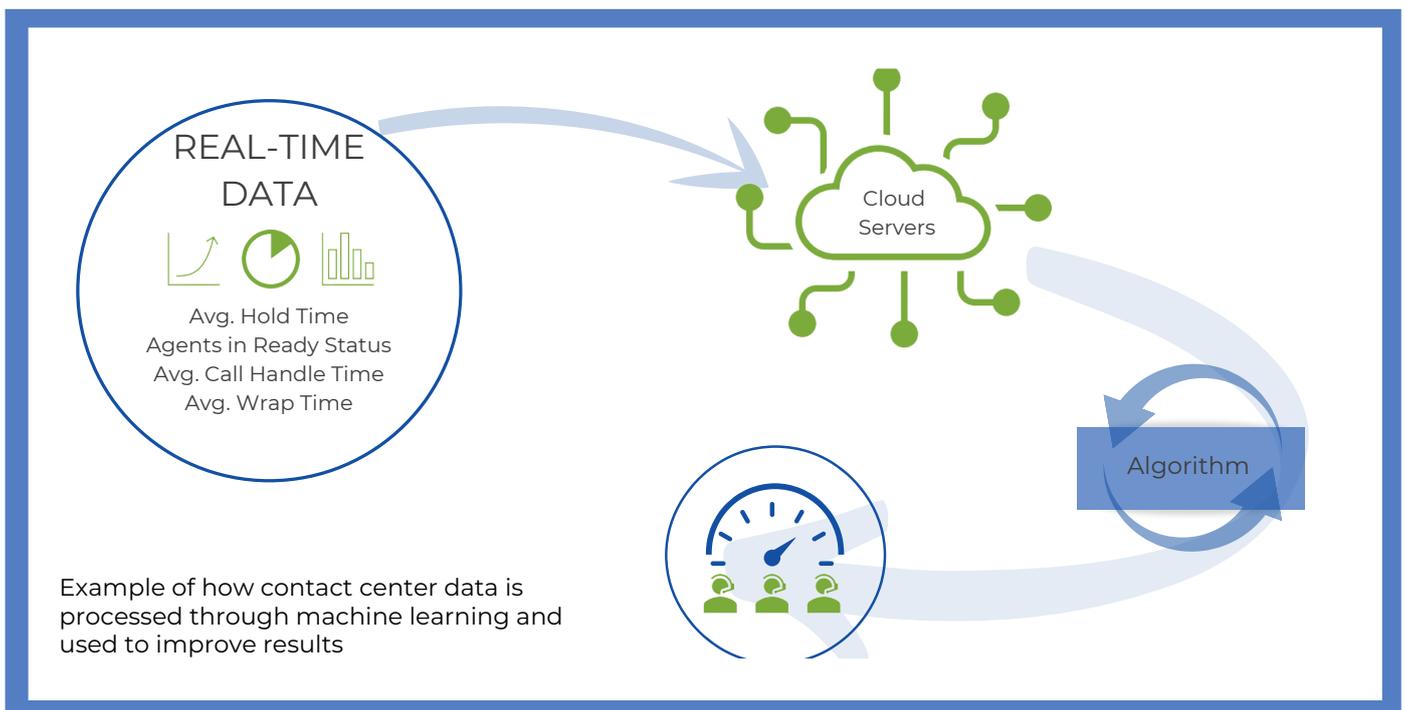
Machine learning is a branch of Artificial Intelligent (AI) that uses data and algorithms to create statistical models.

Those models are then used to improve a desired outcome by making *classifications* or *predictions* that can change over time as new data is fed into them.

Classifications recognize patterns in data and group those data sets together in a

meaningful way. For example, an algorithm can look at all the payments in a month and identify anomalies or isolate key contributors that might explain increases or decreases in monthly revenue and offer suggestions for improvement.

Over time, anomalies and key contributors can form larger patterns that can be used to predict future outcomes and even.



# 3 Areas Where Machine Learning is Directly Impacting Bottom Line Results



## Predictive Dialer

Predictive dialers drastically improve agent productivity and answer rates by analyzing real-time data. The predictive dialer sends rolling snapshots of this call center data to a cloud server that processes that information and then tells the dialer to slow down or speed up. The computer is learning the most efficient way to place calls.

Intelligent Contacts' predictive dialer uses four algorithms. One is dedicated to Answering Machine Detection or Voicemail detection. For the most part, you're probably not going to leave a message and risk 3rd party disclosure.

So, a predictive dialer that can accurately AND quickly recognize an answering machine, has huge ROI.



## Propensity Modeling

Account Scoring typically uses historical or Geo data about a consumer to produce a scoring value that can be used to prioritize the contact strategy.

For continuous updates, the machine learning needs lots of recent, behavioral data. The micro segments are created from the primary score segments.

Creating micro and nano segments can then be used to further personalize how and when you communicate in the future.



## Speech Analytics

Speech Analytics is a tool that can solve the dilemma of monitoring and auditing every conversation that takes place in a contact center using automation and machine learning.

- Creates transcripts from contact center recordings using voice-to-text technology
- Uses AI to constantly improve accuracy by learning to interpret regional dialects and conversational context
- Automates the QA process by identifying and tagging specific keywords critical to agent performance, training, and compliance



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