



Introducing Data Enabled Debt Prevention

Customer Credit Insights

Connected Data is a new approach to debt prevention, blending debt expertise, the widest range of data solutions and the latest business intelligence and analytics technology to prevent and reduce debt.

"BI As A Service is a game changer for us. It's given us the ability to easily visualise complex customer data histories"

- Kirk Fletcher, CEO of Connected Data

Requirement

Connected Data wanted a technology partner to develop an entire BI platform and provide ongoing support. Improving customer experience by significantly simplifying the deployment of predictive data and removing 'data noise'.

Challenges

The debt collection industry is unregulated and under intense scrutiny due to bad practices. Credit lending companies now wish to avoid engaging. They aim to obtain insight into Customer finances to prevent debt happening in the first place. However, creating a holistic view of the Customer's credit history is complex. It requires consolidation of various data from multiple, disparate sources.



Solution

RhinoIT provided a unique portfolio platform with dedicated BI development, consultancy, and ongoing support services. This is a powerful new approach to elevating insight across an organisation's debt and customer management processes.

AI powered data discovery and analysis via a secure, flexible, and resilient AWS data environment. Insightful dashboards that link to multiple data sources, monitor debt portfolio in real-time and drive meaningful action.



ROI

Estimates show that debt prevention yields a 40% saving overall.

Connected Data can now make informed customer decisions using a complete, holistic Business Intelligence solution showing credit history, lifestyle, financial situation past and present.

It successfully combines the Customer's own account records with data from credit references, house buyer registers and other third-party financial companies.

