Brighterion
mastercard

Proactively manage credit risk across the customer lifecycle

KEY BENEFITS

- Improve the customer experience
- Predict losses early to reduce costs
- Manage risk through the customer lifecycle
- Leverage data across your organization

32%

Using Brighterion AI, some of the largest global lending institutions reduced credit losses by up to 32%.

Imagine a solution that takes the risk out of underwriting new credit applications, helps you manage each account in your portfolio, predicts potential delinquencies and optimizes collections before they become charge-offs. What if you could gain greater insights based on transactional behavior in real time?

As debt levels grow, lenders need greater accuracy when screening for credit risk—driving the need to go beyond traditional portfolio analysis, using a more proactive, multi-dimensional approach. A holistic approach to credit risk management is key to driving sustainable results across the full customer lifecycle—from underwriting to portfolio management to collections.

The Brighterion AI Credit Risk Suite enables lenders to increase revenue and profitability while improving the customer experience. You can predict outcomes, suggest ways to help your customers and improve the overall profitability of your credit risk portfolio.

The customer lifecycle

Credit risk at origination

- Assess credit risk for new customers
- Enable more informed underwriting
- Build out thin files
- Make fast decisions

Credit delinquency and portfolio management

- Detect early warning signs of potential delinquency
- Reward good customers
- Develop personalized strategies at a customer level

Collections optimization

- Use real-time data to optimize outreach
- Create successful collection strategies

Using AI at credit origination

Whether assessing applications for first time borrowers or considering existing customers who apply for additional credit, today's marketplace demands the broadest evaluation possible. The most difficult to assess are thin file clients, those with little or no credit history.

Each advanced AI model includes regulation-permissible data elements such as loan and credit card history from other lenders, and alternative data points such as utility, internet and phone bill payments and monthly rent. This cross-section of digitized data provides additional insights on the prospective borrower, enabling credit managers to work with them to build more robust applications.

Using AI to manage portfolios and prevent delinquency

By comparing data and trends, AI models help lenders predict customers who will become delinquent as early as 12 months in advance. This early warning enables loss mitigation techniques to save customer relationships. These may include reaching out to customers with the means to pay but who forgot to make a payment, or those whose spending habits have changed. This early warning offers opportunities to help those who may be struggling after sudden job loss, unmanageable debt levels, or other unfortunate circumstances.

Lenders can set alerts for good customers to whom they can cross-sell new products or reward with higher credit limits and other preferred programs.

Using AI to optimize collections

Lenders want the best tools to avoid accounts from reaching the collections stage. Using collected data from throughout the customer lifecycle allows them to determine next steps. The solution uses real-time data to rank customers based on their likelihood to go seriously delinquent vs those who are likely to repay their overdue balances.

As with delinquency management, lenders can optimize their dialing strategy and proactively call customers before collections to save the account. Lenders may present appropriate actions from decreasing limits, adjusting payment plans or other proactive responses. These offers are positive resolutions rather than punitive measures and provide better customer service that preserves relationships.

How it works

One-to-one analysis in real time

Brighterion's patented AI builds self-learning models based on multiple data points, creating profiles for each borrower and merchant. One-to-one analysis provides visibility into every interaction, enabling real-time decisions.

Robust model building

Credit Bureau info

Credit bureau scores are used by lenders to make faster credit risk decisions and remain critical today.

Transaction behaviors

How customers interact and transact on their credit cards can provide significant signals for predicting future risk behavior.

Account events

How customers interact with lenders gives insight about future behaviors, such as opening new lines of credit and cash advances.

Payment information

When customers make payments, how much they pay, and how they are doing it can be included in the model to predict credit risk.

Credit policies and guidelines

Model governance and fair lending decisions need to be strictly adhered to and incorporated into the model development process.

74/100

Brighterion provides AI solutions to 74 of the top 100 U.S. banks.

2000+

Customers worldwide

100B+

Transactions every year

Continuous refinement

Unsupervised and supervised learning improves outcomes over time, creating AI models that grow and mature with the ever-changing behaviors of at-risk consumers, and are personalized to each individual. This continuous, automated refinement of the model enables lenders to keep pace with evolving trends and sophistication. False positives are reduced, producing actionable insights that enable staff to focus on meeting customer needs and addressing delinquency risk before default.

Extraordinary scalability

While many of our competitors use a selection of legacy database-driven technologies, only Brighterion technology brings a powerful, distributed file system specifically designed to store knowledge and behaviors. This allows lightning speed response times (below 10 milliseconds), end-to-end encryption and traceability for unparalleled credit risk detection, unlimited scalability and resilience to disruption. Our customers benefit from 99.9999% uptime.

"Brighterion's scalability is over twice that of its closest competitor... . Its streaming infrastructure with no underlying databases is a key driver of this impressive performance."

AIM Evaluation: Fraud and AML Machine Learning Platform Vendors
AITE GROUP

From data to intelligence in 6-8 weeks with AI Express

AI Express is a proven process that quickly builds a custom AI solution and prepares your new model for deployment.

Our multidisciplinary team works collaboratively with our customers to gain a deep understanding of the business's unique challenges. Using your historic data, our patented Smart Agents technology will build a personalized working model, tailored to your needs.

You will have results to compare to your existing systems, an ROI business case to prove the concept and a future-proof deployment roadmap.

Lenders across the globe are leveraging our state-of-the-art AI solutions, combined with their existing customer intelligence, to make enhanced credit decisioning. We help our customers collaborate on outcomes and develop their AI models in less than two months, providing the quickest time to value in our industry.

Brighterion
mastercard

To learn more contact one of our AI experts: sales@brighterion.com →
or visit our resource library →

1 415 986 5600 | brighterion.com   in twitter f Blog