



One of India's Top 5 Conglomerate NBFC

80% Less time auditing calls. More time collecting revenue.

100% of calls audited automatically, every hour that frees goes back into revenue collection.

How a leading NBFC in India providing housing loans replaced manual call sampling with 100% automated audit coverage, at scale, cutting audit cost 80%, and putting the time back into outreach, negotiation and every promise to pay instead of manual review.

Analyzer • Chatbot • Business Intelligence

CanString AI | Confidential customer case study | canstring.ai

CLIENT PROFILE

A leading NBFC in India, built for scale

One of India's top housing finance NBFCs, operating at scale. Publicly listed, with Sales, Support and Collections run as separate teams across three locations.



20,000+

Employees company-wide



5,000+

Support staff



3

Operating locations



1,800

Sales agents



750

Debt collection agents



14L (AI) + 1.5L (Human)

IVR calls / human-handled, per month

THE CHALLENGE

Three teams, three systems, no shared view

Sales, Support and Collections ran on separate systems across three locations, and that made basic performance questions hard to answer.

01



Fragmented operations

Sales, Support and Collections operated on disconnected systems across three locations, creating information gaps between teams.

02



Manual call audit

Every call audit was done by hand, slow, expensive and inconsistent at a scale of 1.5 lakh human-handled calls a month.

03



Volume under pressure

14 lakh IVR calls and 1.5 lakh human-handled calls every month put sustained pressure on agents and their managers.

04



No performance visibility

Leadership had no fast, reliable way to see how Sales, Support and Collections were actually performing, team to team.

THE SOLUTION

One AI layer across Analyzer, Chatbot and Business Intelligence

CanString replaced three disconnected systems with one platform, covering Sales, Support and Collections end to end.



Analyzer

100% of calls scored and transcribed, no manual sampling, across Sales, Support and Collections.



Chatbot

ML/NLP-powered self-service that keeps engagement high and resolves customer queries directly, without a human agent.



Business Intelligence

One dashboard giving leadership real-time visibility into agent and team performance.



Automated documentation

KYC and terms-and-conditions document storage and retrieval automated end to end.



One scoring layer for both. The same audit rubric scores human-handled and chatbot-handled conversations, so performance is directly comparable across both.

THE SOLUTION — ARCHITECTURE

Private AI, not a wrapper around a public model

This is how the CanString platform underneath Analyzer, Chatbot and BI is built and deployed.



Deployment

Private AI: hosted on the client's own infrastructure or an approved cloud region, hybrid-capable, end-to-end encrypted, by default, not a checkbox.



AI models

Proprietary, self-hosted models on CanString's patented AI platform (US Patent US10825449B1), tuned for financial-services conversations, not a generic model wired to a phone line.



Integration

No-code, drop-in layer that connects to existing CRM, dialer and reporting systems through APIs and webhooks, extending reach without rebuilding the core stack.



Compliance

Platform is ISO/IEC 27001:2022 certified and SOC 2 Type 2 attested, with an ISO/IEC 42001 AI management system, built for regulated financial services.



THE PROCESS

From three siloed systems to one live layer

CanString's standard rollout approach, plan, integrate, prove, then scale.



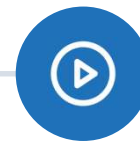
1. Plan

Map Sales, Support and Collections workflows across all three locations. Agree the audit rubric, escalation rules and success metrics up front.



2. Build & integrate

Connect Analyzer, Chatbot and BI to existing systems through APIs and webhooks, a no-code layer, nothing rebuilt in the core stack.



3. Test

Score a pool of historic and live calls against the agreed rubric, tune the chatbot on approved knowledge sources, and validate against human review.



4. Deploy & adopt

Roll out across all agents and locations at scale, with scripts, rules and permissions configurable and kept in the client's control from day one.

Steps reflect CanString's standard implementation approach; client-specific timeline detail was not part of the source case data.

RESULTS & IMPACT

Freed capacity, redirected to revenue collection.

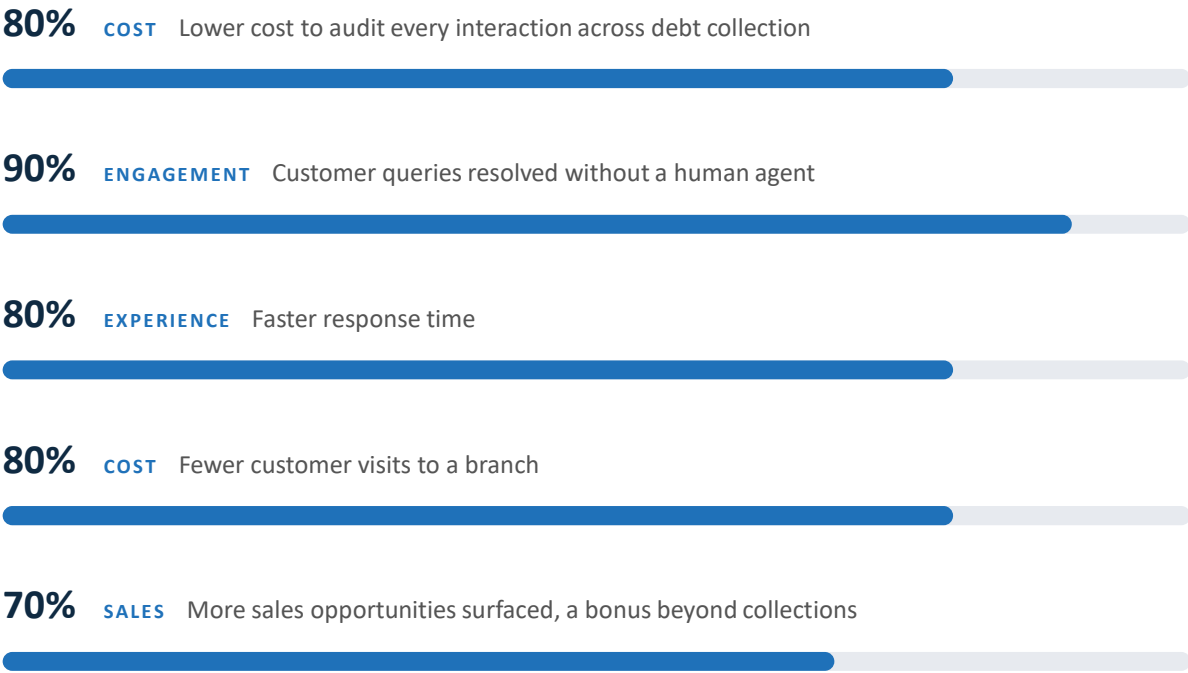
Six reported outcomes from the live deployment, led by what this frees a collections team to do: spend less time auditing, more time recovering revenue you've already acquired.



100%

Of manual audit time removed

Zero manual sampling: every call, human or AI, is scored against one rubric automatically. The hours that used to go into manual review go straight back into outreach, negotiation, and following through on every promise to pay.



TANGIBLE & NON-FINANCIAL VALUE

Value beyond the headline numbers

The existing case proves capacity, cost and service value — capacity that goes straight back into revenue collection. Here's the ROI case, broken down.



Tangible value

- 100% of calls audited automatically, freeing time for revenue collection instead of manual review, at 80% lower audit cost.
- 90% of customer queries resolved without an agent, cutting cost to serve and freeing capacity.
- 80% faster response time and 80% fewer customer visits to a branch, lower cost per interaction.
- 70% more sales opportunities, a bonus beyond collections.



Non-financial value

- Real-time visibility into agent and team performance for leadership.
- One scoring layer for human and chatbot conversations, directly comparable.
- One view of the borrower journey, no information gaps between Sales, Support and Collections.
- Improved first-time resolution and customer experience.



For H D Saison Finance, we'd track collections economics directly. Cost per borrower reached, promise-to-pay rate, kept-promise rate, amount recovered, and collector or reviewer time saved — the metrics that move a collections P&L.



What Collection Teams Improve. How CanString Helps.

Direct impact on KPIs that drive recovery, efficiency and compliance.

CANSTRING PRODUCT	KPI CATEGORY	IMPACT FOR DEBT COLLECTION TEAMS		
 Voice Agent AI voice agents for outbound calling	 Reach & Contact Effectiveness	Higher daily dials per collector	More live conversations connected	Contact at the right time automatically
 Campaigning Campaign builder and execution engine	 Collection Outcomes	Higher promise-to-pay (PTP) rate	More payments per campaign	Better promise fulfilment
 Analyzer 100% interaction analysis for AI & human agents	 Quality & Compliance	100% call quality monitoring	Policy & script adherence	Fewer compliance violations and audit risks
 TimeBound BI dashboards and AI insights	 Performance & Efficiency	Recovery trend visibility	Cost per contact & cost per promise tracking	Data-backed decisions, faster
 Knowledge Assistant (RAG) AI knowledge base for timely answers	 Productivity & Training	Faster information lookup for collectors	Consistent answers to customer questions	Lower handle time and repeat calls

How It Works Together



 Private AI. Your data stays with you.

Built for regulated NBFCs and financial institutions.





Ready to see this on your own calls?



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<https://canstring.ai>

