



Using data for good  
Using geospatial data to deliver  
value

Feeding Pathway



**Ascendant Solutions**  
data management

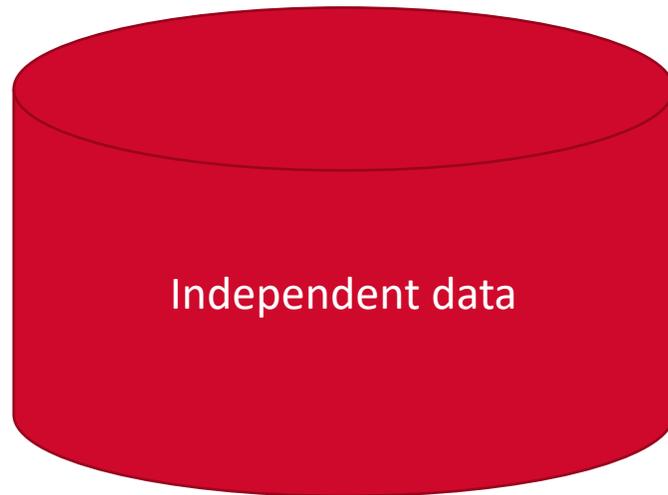
## Using data for good Using geospatial data to deliver value

- Our unique data 3
- Differences between analytical approaches 4-5
  - Modelling and machine learning 4
  - Artificial intelligence (AI) 5
- Data for good – Application 6
- Choosing services 7

# Our unique data

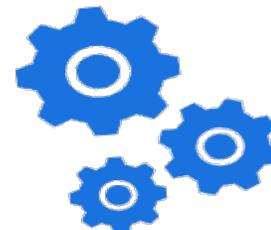
Rapidly and accurately assess customer financial vulnerability to inform your treatment strategy and reduce costs.

## elanev data



## DaaS

- Clients of elanev (business process outsourcers and account servicers) consume elanev scores
- Outcomes are return to elanev as part of the scoring service to recalibrate the models for significantly more predictive scores
- The entire UK elanev Data foundation layer is calculated each day
- The Machine Learning models are used to select the most predictive variables from which the scores are calculated
- Over 2 million outcomes per month since 2016 within the derivation layer



## Daily score of the entire UK



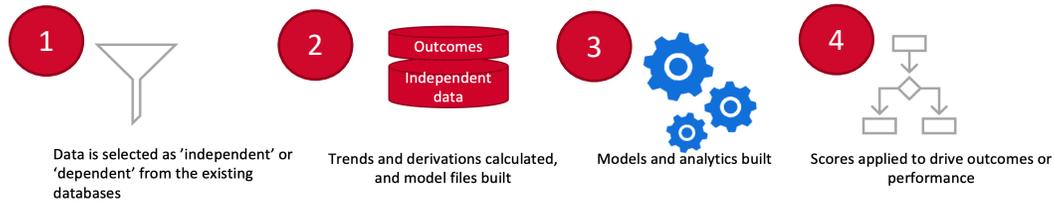
- Daily Scores for the following applications;
  - Vulnerability \*
  - Propensity to pay
  - Transiency
  - DEEAR
  - Best time and channels for contact
  - Daily decisioning
  - Litigation Segmentation
- All data provided to the Pathway product

# Modelling and machine learning

A view to demystifying analytical jargon and achieving the best results from your analytical partners. The data feeding each approach is the most important feature

## Modelling

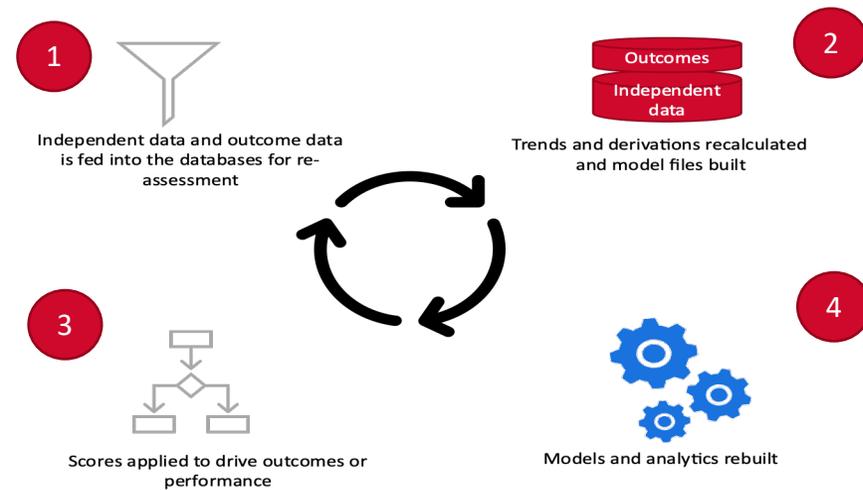
### Conventional Modelling Process



- ✓ Transparent – can understand how the analytics works
- ✓ No huge differences between performance using conventional techniques to the 'AI' driven models

## Machine learning

### Simplified Machine Learning Modelling Process

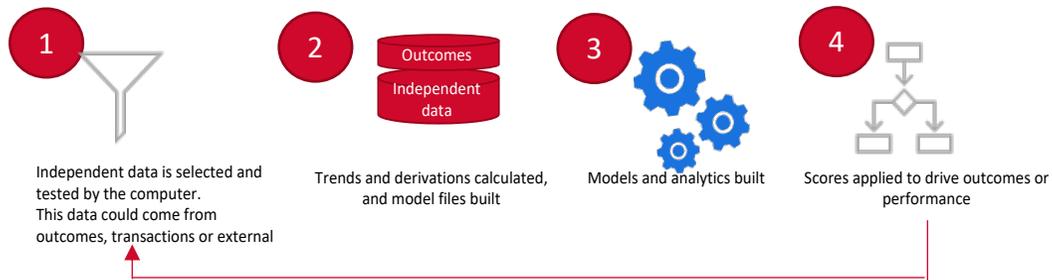


- ✓ Machine learning ensures model remains representative against a changing environment / landscape
- ✓ More-simple to align policies against model outputs to align to risk appetite

# Artificial Intelligence (AI)

Artificial Intelligence in its purest form is limited in its application. Human morality and 'common sense' are proving extremely difficult to programme

## AI - Modelling



## Why it isn't used – inherent bias

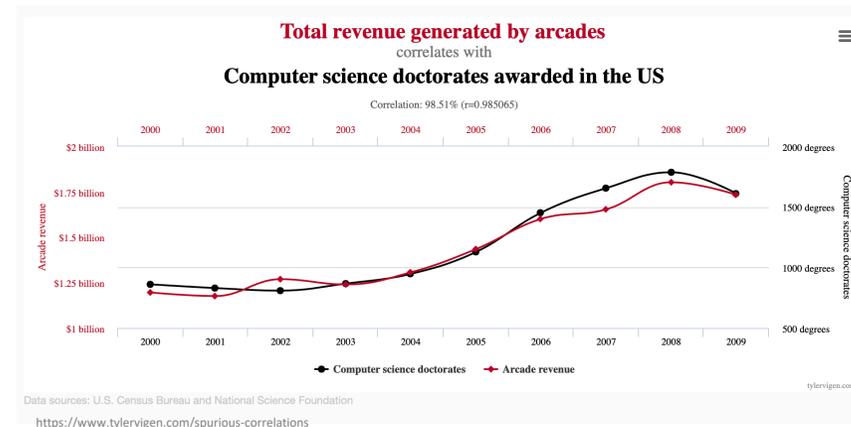
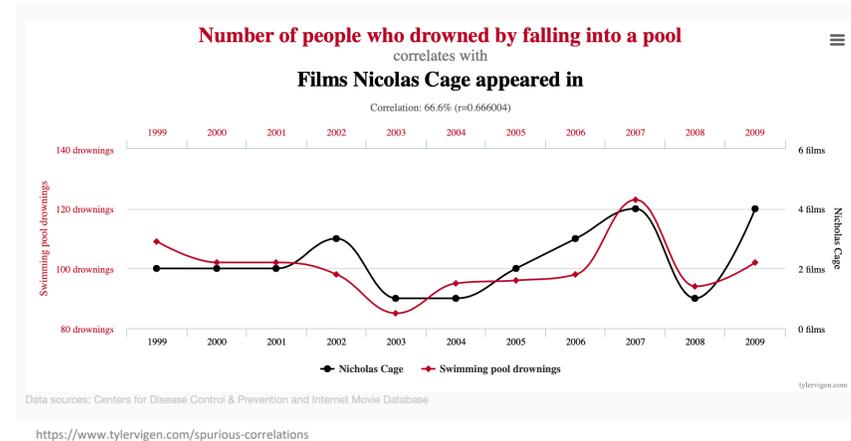
**The Guardian**

**Rise of the racist robots - how AI is learning all our worst impulses**

**REUTERS**

**Amazon scraps secret AI recruiting tool that showed bias against women**

## Why it isn't used – spurious correlations



# Data for good – Application



elanev provide a set of easy to apply SaaS products that will increase you customer contact rates, reduce you £ cost of customer engagement and reduce your risk of fraud and misconduct

## Pathway (Modelled) toolkit

### elanev Resilience

**Reduce your risk of misconduct and risk of fraud**

Pre-identify customer financial resilience including financial vulnerability

### DEEAR

**Defining Emerging Emergency Accommodation Requirements**

Identify customers facing eviction and work with these families proactively

### elanev Litigation

**Fast-track litigation and save money on others**

Identify customers facing eviction and work with these families proactively

### elanev Contact

**Increase you customer contact rates by at least 15%**

Contact your customers sooner and reduce false contacts

### elanev Propensity

**Reduce your £ cost of recovery**

Prioritise accounts which are most likely to have a successful outcome

### elanev IDV

**Reduce the costs of vulnerable customer assessment**

Quickly and accurately classify the individual financial vulnerability of any customer with a bank account and streamline the customer journey reducing your costs

### Compliant

No personal identifiable data required except for elanev IDV which uses, but does not store, customer consented data

### Independent

No need to share your own historic data or bureaux data

# Choosing services

There is no shortage of companies offering to solve your problems through the application of data or scoring services. How to choose the most appropriate?

## Remember the prize

### Consideration

- Assume your recoveries and losses will remain the same
- Remember you are using data for a minority of your customers

### Example

- Data, scores and insight does not turn non-payers into payers
- Are their compliance or other risks from using the data or service?

### Likely Benefit

- You will be able to get your revenues sooner and with a cheaper more efficient process

## Appetite for change

- You need to be flexible and dynamic enough to align processes to the insight

- Keeping your processes, the same will not deliver different performance

- Distinct benefits such as the time required to complete an income and expenditure assessment can be measured

## Data versus Insight

- Remember analysis paralysis! It's all about actionable insight not data

- What does 42 mean?

- Beware the vendor claims! Test, apply and learn. It's about the value to you, not how amazing a solution might be!

## Measurable benefits

- Determine what you expect from using the service and measure the impact of change

- Are you expecting more revenue, a reduction in operational costs or other savings?

- Measure and quantify the time, cost or recoveries from before and then after the application of data

# For more information



For more information

steve@elanev.com  
+44 (0) 203 318 2358  
+44 (0) 779 199 0819

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