

CASE STUDY

Embracing AI Driven Decision-Making for Enhanced Profitability with Amount

**SUMMARY**

Traditional banks are under increasing pressure to adapt and diversify their strategies in the fast-paced and competitive finance landscape. The heightened competition and the rising demand for digital experiences have made it imperative for banks to leverage advanced technologies like Artificial Intelligence (AI) and Machine Learning (ML). This case study explores how one of our clients, a traditional bank, overcame its challenges and enhanced profitability by leveraging Amount's AI-driven decision-making platform.

CHALLENGES

Our client, a traditional bank, faced numerous challenges adjusting to the digital revolution in the banking sector. They were struggling with the following problems:



Increased exposure to fraud due to providing digital experiences



Inability to compete effectively due to inaccurate risk and pricing decisions



Difficulties in developing machine learning models due to a lack of data and experience in a competitive digital environment for the product being offered



The need to offer fair and affordable financial products to customers with lower credit scores

AMOUNT'S SOLUTION

With its proprietary AI and ML models and experience in digital credit origination, Amount stepped in to address these critical issues. The solutions offered included:



A set of models developed, monitored, and maintained by Amount for addressing critical risk problems.



The ability to build custom models tailored to the bank's specific use case.



Accessing all the necessary data for the bank to evaluate performance and conduct their monitoring.

RESULTS

As a result of implementing Amount's solutions, the bank witnessed significant improvements in its operations:

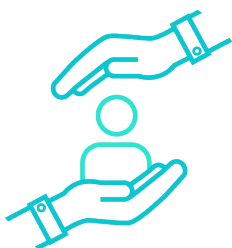


FRAUD DETECTION BECAME MORE EFFECTIVE and proactive, mitigating substantial risk.

< 0.05%
FRAUD LOSSES



The bank could make **MORE ACCURATE RISK AND PRICING DECISIONS**, improving its competitive positioning.

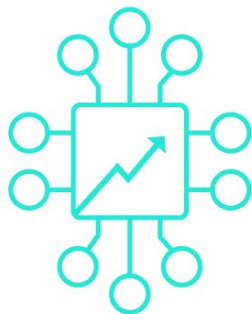


The bank provided **FAIR AND AFFORDABLE FINANCIAL PRODUCTS** to customers with lower credit scores, enhancing customer satisfaction and loyalty.



The bank achieved **ENHANCED PROFITABILITY** due to improved decision-making and risk management.

Over **\$500M**
ORIGINATED THROUGH
THE AMOUNT PLATFORM



Amount developed an AI-driven credit model, built on proprietary technology, which **OUTPERFORMS TRADITIONAL MODELS**. This custom, advanced solution offered the bank significant enhancements and a distinct performance advantage.



The bank now **ACCURATELY IDENTIFIES UNIQUE CUSTOMERS THAT OUTPERFORM OTHERS**, including those with 100-point higher FICO scores, showcasing Amount's innovative AI approach to financial behavior prediction.



CONCLUSION

Banks must leverage innovative technologies like AI and ML to stay ahead in the dynamic and competitive financial landscape.

Amount's AI-driven decision-making platform offers a robust solution for banks looking to enhance their decision-making, mitigate risks, and improve profitability.

ABOUT AMOUNT

Amount is a global digital origination and decisioning SaaS platform powering high-velocity consumer and SMB origination for financial institutions. Developed by lending industry experts, Amount helps banks drive profitability and achieve a Performance Advantage with a fully integrated and flexible platform underpinned by enterprise bank-grade infrastructure and compliance – enabling banks to deliver new and differentiated offerings within months, not years.

Take next steps with Amount.

Are you ready to embrace the power of AI in your decision-making process? Contact us today to learn more about how Amount's solutions can help you achieve a performance advantage and delight your customers at every step.



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