

## Case Study: Large Public Sector Bank

\*\*Headline:\*\* 18% Increase in Resolution. 3.8M Calls per Month. Full On-Prem Deployment. 3-Yr Contract.

\*\*Subheader:\*\* Deployed on-prem across a public sector institution serving Tier 3 & 4 geographies. Scale + compliance delivered.

### The Problem

- Government-mandated data sovereignty
- Legacy systems incompatible with modern outreach
- Delinquency rising in underserved regions
- Limited human bandwidth for follow-up

### The Solution

- Fully on-prem deployment of Krim OS with secure network integration
- 7+ AI agents covering reminder calls, education, welcome calling, fraud detection
- Regional campaigns with multilingual voice agents – 7 Indian languages.
- Tiered journey logic based on borrower risk

### Results

Resolution Rate: +18%

Campaign Design Time: ↓90%

Automated Calls: 3.8M / month

Compliance Violations: 0

Complaints: ↓35%

*"Krim AI helped us meet regulatory goals while modernizing our outreach. The cost savings have been significant whilst collection rates have improved. Happy to be part of this AI era." — Deputy GM, Public Sector Bank*