

Snapshot



SUMMARY

CourtCorrect is a fast-expanding complaints AI company based in London. The company applies AI to regulated industries, specialising in UK financial services (FS), to help its clients transform their complaints processes and in turn provide a market leading complaints experience for their customers.

The solution combines the use of its superior data sources (over 22m legal and regulatory documents from regulators and courts) unique models (utilising GPT-4-32k, Llama-2, Cohere and others) and deep expertise (including a research partnership with the University Of Cambridge.)

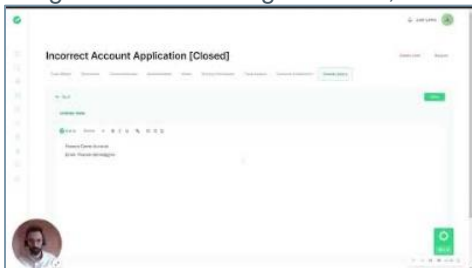
The result of the above is a complaints solution that aims to improve customer satisfaction, improve compliance and risk Control as well as providing greater speed and efficiency.

ALTUS REVIEW

Complaints volumes continue to rise across Financial Services and 35% of all FOS complaints are upheld, costing businesses time and money whilst significantly impacting customer trust. It is against this backdrop that CourtCorrect has built a platform which looks to utilise AI to significantly improve customers' complaint experience while empowering complaints teams.

The CourtCorrect team first came to prominence when featured on the "BBC Lawyer Challenge", where they successfully pitted their AI system against a team of lawyers to predict PPI complaint outcomes, winning with a >20% margin. This quickly morphed into the CourtCorrect complaints platform which now covers all areas of FS complaints.

The solution allows complaints handlers to submit complaints and queries, which will then trigger a prediction on the likely outcome of the complaint, identify similar cases and even suggest solutions using AI. Complaints handlers can then decide how to solve the complaint, before asking the system to draft the final customer response letter. The system can also be integrated with existing solutions, like MS Dynamics and Salesforce. The tools available fall into the following categories:



[Watch Demo: drafting final responses with AI](#)

Tools to Decide – Makes predictions on the likely outcome of existing complaints, by reviewing similar internal cases and regulatory publications to ensure internal consistency and compliance with regulatory rules, while aligning decisions and outcomes more closely with the market average, crucial under Consumer Duty.

Tools to Write – Enables complaint handlers to instantly draft customer responses, taking into account the details of the case and the company's style, language and tone. Cuts down significantly on customer response times, while increasing consistency and catching human errors.

Market Benchmarking – Allows managers to compare the performance of their own complaints teams against that of competitors, focusing on metrics surrounding complaints decisions, response times and redress payments. Uses AI to structure regulatory publications, but never shares internal data from customers externally.

CourtCorrect is the leader in complaints AI for financial services and counts many of the UK's largest financial services firms amongst its early adopters.

FACTS & FIGURES

Product: Complaints AI for UK Financial Services

Leadership: Ludwig Bull, CEO & Founder (LLB Cambridge); Amir Ali OBE, Advisory Board (Prev. Chariman CCUA), Serena Joseph, Advisory Board (ex-Mazars, KPMG, Barclays).

Headquartered: London

Investment to date: £2.5m

Market share: 10% of UK financial services complaints volume currently in deployment.

ALTUS CAPABILITY MAPPING

The **Altus Capability Model** enables organisations to define what they do using common language and understanding of the make-up of an end-to-end business.

Using the **Altus Insurance Capability Framework**, we have mapped CourtCorrect to our reference model, across more than 1,300 capabilities. The diagram below summarises the core capabilities of the CourtCorrect proposition, highlighting where it fits within the model.

Additional lower-level capability mapping has been captured in our proprietary PEAK platform and is available on request.



“Altus capability mapping truly demonstrates the importance of consistent, fair and timely complaints handling.”

LUDWIG BULL

CEO, Court Correct

