

Bradesco sees an increase in profits as a result of implementing AI
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The Bank states that the use of technology in credit recovery efforts is expected to improve financial results by R\$474 million in one year.

Bradesco estimates that the use of AI in debt collection is expected to catapult profits by nearly half a billion reais by next year.

The introduction of MentorIA, a generative artificial intelligence solution in the area of credit recovery, pre-tax profit is expected to jump from R\$ 151 million to R\$ 625 million in one year.

Implemented this month after a year in the testing phase, the application analyzes interactions between advisors and clients, evaluating aspects of empathy, clarity of communication and effectiveness in dialogue, and provides personalized evaluations for operators.

Since the implementation, the bank states it has registered a 22% increase in the number of agreements made through its debt collection services. However, it did not report the volume of transactions or the amounts involved.

<https://www1.folha.uol.com.br/colunas/painelsa/2025/08/lucro-do-bradesco-deve-crescer-com-implantacao-de-ia.shtml>

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