

# PERSONAL FINANCE APP

## CLIENT PROBLEM

A fast-growing personal finance platform needed its bold, **personality-driven chatbot to stay on-brand for younger users** while delivering accurate information. Their internal team and custom generative model were proving too slow and costly—and they lacked a scalable way to evaluate the bot’s distinct tone of voice with consistency.

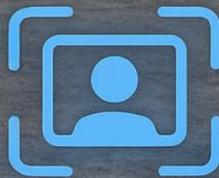
## WHAT WE DID

We guided the client in migrating from a custom-trained model to a **fine-tuned large language model (LLM) designed for efficiency and tone alignment**. We also created a custom consistency metric to objectively score the chatbot voice—turning subjective judgments into repeatable, data-driven evaluations.



### RESULTS + VALUE

The new LLM **reduced costs, improved call-to-action accuracy, and exceeded the previous model’s performance**, with added potential to lighten the load on customer support.



# RECEIPT

## STORE NAME

123 ANYWHERE ST.  
CITY, STATE 12345

ITEM 1 \$3,99

ITEM 2 \$5,99

ITEM 3 \$2,50

ITEM 4 \$10,00

SUBTOTAL \$22,48

TAX 1,80

TOTAL \$24,28

THANK YOU

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# FINTECH

## CLIENT PROBLEM

A global fintech company was heavily dependent on manual processes to validate invoice data and extract key details. Their OCR system often delivered inconsistent results, leading to delays, errors, and growing operational bottlenecks. Because these errors directly impacted client payouts, even small mistakes carried serious financial and reputational consequences.

## WHAT WE DID

CloudFactory delivered a **human-in-the-loop solution** to strengthen the client's existing AI and ML systems. By manually extracting and validating invoice data, our team helped catch errors the technology missed—ensuring greater accuracy, reliability, and confidence for both the client and their customers.



## RESULTS + VALUE

The partnership improved invoice accuracy, reduced errors, and sped up processing. CloudFactory's scalable, high-quality support also helped lower costs and reduce the risk of costly AI mistakes.