

Case study

# Uncovering agent behaviors driving loss and risk

An auto finance team approached Prodigal, asking for help in increasing revenue by driving effectiveness.

Prodigal analyzed nearly 40,000 outbound calls to mid and late-stage accounts, looking for opportunities for the team to achieve their goal.



## Notable insights:

28%

Calls made to **late-stage** accounts with no payments or promise to pay (PTP) that failed to discuss extensions or repossessions

9

Number of hours wasted by agents sitting on voicemail for more than 30 seconds

1

Rockstar agent who helped a borrower considering surrender decide to continue payment instead - and who can now help train other agents

### The challenge

#### Find a path to increase effectiveness

The auto finance team knew they wanted to make collections more effective above all else. But like many companies, they didn't know where to start looking for problems and areas for improvement.

By analyzing their customer conversations using our custom-trained AI Intent Engine, Prodigal was able to draw out the team's existing successes, as well as recommend actions for improvement.

### The opportunities

#### Target workflows to improve

##### Reduce losses by:

- Cutting repossession risks by emphasizing urgency and PTP
- Having agents support and offer advice to defaulting borrowers
- Preventing rollover with prompt and effective follow-up

##### Cut risk and increase revenue by:

- Improving call tracking to avoid repeated calls
- Using data to strategize call times and increase RPC
- Preventing incorrect agent dispositions
- Managing waterfall compliance

##### Increase agent effectiveness and reduce risk by:

- Immediately reviewing calls
- Targeting agents in need of support
- Improving across-the-board training

### The results

#### A new path forward

Especially considering Prodigal only reviewed mid and late-stage accounts, the team had a lot of wins to celebrate, like:

- Best-in-class agent sentiment and empathy
- Above-average borrower sentiment (especially considering account stage)
- Low percentage of compliance disclosure infractions
- Healthy payment rate funnel

This auto finance group now has information on both those positives and the room to grow.

And using Prodigal's suite of custom-trained AI solutions, they have a way to take action.