

SUCCESS STORY

Halsted Financial Services Partners with Prodigal to Elevate Customer Experiences

At Halsted, we place a high value in our conversations. What else can tell us what borrowers experience, and how we can help them reach a resolution?

To continue the effort to humanize each conversation, we recognized we needed additional context available to our agents both before they entered a call and during the call. Our partnership with Prodigal provides that context and **allows our agents to have more personalized conversations with every customer.**

We enable each agent with Prodigal's ProNotes solution, which offers 100 percent coverage of call notes for their immediate access. That allows the agent to enter any customer conversation equipped with the full breadth of any conversation that came before. It also keeps the conversation focused on the customer exclusively, as the agent doesn't have to hunt around for important context.

And through those conversations, we can also keep track of trends in compliments or complaints. We want to know how consumers feel. With Prodigal's ProVoice and ProNotes, **we're able to surface insights about those sentiments and how we can improve.** We lean into learning from the positives and negatives.

Over the course of our partnership with Prodigal, we've gained a sense for what makes a great conversation for both our agents and our consumers. Now, we can learn from the most successful and positive workflows and talk tracks and add those into Prodigal's real-time actions tool, ProAssist. ProAssist helps our agents stay completely engaged in the conversation and lets them follow the best path to consumer happiness, which helps us deliver those superior experiences to every individual.

Ultimately, personalization counts for Halsted. We treat everyone we speak with as a person, not an account, and we believe **everyone has something to contribute to the conversation — and something to learn from it.**

When we partnered with Prodigal, we aimed to learn as much as we could about the experiences our consumers are having today. It's a great goal to have; it means we'll always evolve to match their needs. And that's exactly what improving customer experience requires.

By: **Pran Navanandan**, *Founder of Halsted Financial*

HALSTED FINANCIAL SERVICES

Halsted Financial Services is the expert in omnichannel collections. Headquartered just north of Chicago, with near-shore and off-shore captive sites, we use our proprietary, state-of-the-art technology to run a single platform, omnichannel solution.

At Halsted, voice, email, SMS, digital marketing, web chat, and a dynamic payment portal are wholly integrated into one system that updates events in real-time, giving consumers the flexibility to communicate with us when convenient for them and in the manner with which they are most comfortable. This leads to great customer experiences. Halsted has developed a reputation as a trusted business partner that achieves results while protecting the valued reputation of its clients.

To learn more, visit halstedfinancial.com