


Case study


FFAM360 uses Prodigal ProAssist and ProNotes and increases payment discussions 12%

FFAM360 (also known as the FFAM360 Alliance® of Companies) owns debt and delivers comprehensive business process outsourcing and accounts receivable management in a number of verticals, including auto and property subrogation, rental car damage and unpaid fees recovery, medical debt, bank and retail debt, healthcare revenue cycle management, receivables purchasing, and specialty finance through their vast network of affiliated companies.



25%  Lift in agent effectiveness

12%  Increase in payment discussions

18%  Improvement on compliance disclosures

The challenge

Agents lost time creating call notes and struggled with two-step verifications.

FFAM360 wanted to help its agents perform more efficiently and effectively without adding to their non-call activities and without a significant amount of additional training.

They spotted two areas for improvement: the amount of time agents spent on after-call work, and helping agents meet key compliance requirements and repayment goals.

The solution

ProNotes and ProAssist support agents in real time.

With ProNotes, FFAM360 agents wrap up and move on to the next conversation faster. Because ProNotes auto-generates notes, it also reduces distractions during calls so agents can focus on getting repayment results.

FFAM also implemented ProAssist, which provides agents with real-time direction based on the best agents' performance and outcomes of the best conversations, ProAssist helps agents meet compliance disclosures and hit other effectiveness goals.

The results

Streamlined efficiency and effectiveness across the board.

With the power of ProNotes and ProAssist, FFAM360 improved its ability to efficiently meet payment goals and service customers with empathy. And they did it all within just a few weeks of implementation.

Prodigal helps FFAM360 reach its goals by allowing agents to meet key performance initiatives without significant retraining or overloading them with additional responsibilities.



"Using Prodigal, we've seen a jump in payments, and up to a 25% increase in other critical agent effectiveness areas like compliance scores, rebuttals, and objections. Our customers are the heart of our operations. Prodigal lets us keep that commitment by helping our agents be more empathetic and in-the-moment, while driving win-win results."

Paul Allen, COO

