

How AI-driven personalization helped a BNPL lender cut roll rate by 11%

Founded in the late 2010s, this fast-growing buy now, pay later (BNPL) fintech company provides point-of-sale lending across all American states. Partnering with tens of thousands of healthcare providers, such as dental, veterinary, plastic surgery and aesthetics practices, its mission is to help providers treat more patients by offering flexible payment plans.

Since inception, it has generated around \$2 billion for around 1 million transactions. As the company scaled, so did customer expectations. Consumers now expect financing to not only accessible at the point of purchase but also personalized and supportive throughout the repayment journey.

To meet this demand, the company focused on building a world-class collections experience with AI-driven personalization that continues to maintain relationships, reduces roll rates and sustains long-term trust.



Reinventing collections with AI in a competitive BNPL market

Their leaders knew that delivering on their mission requires a collections experience that's just as advanced and personalized as their origination process.

For a lender operating in a highly competitive, fast-moving BNPL market, having internal build-outs would take have taken years to:

- **Bridge the specialized talent gap** of hiring and retaining machine learning experts for designing risk and treatment models.
- **Unify fragmented data** from multiple systems into a single, actionable source of truth.
- **Build and train models** capable of powering personalized treatments at scale.

Any delay meant higher roll rates, mounting losses and the possibility of falling behind competitors who are already raising the bar for consumer experience.

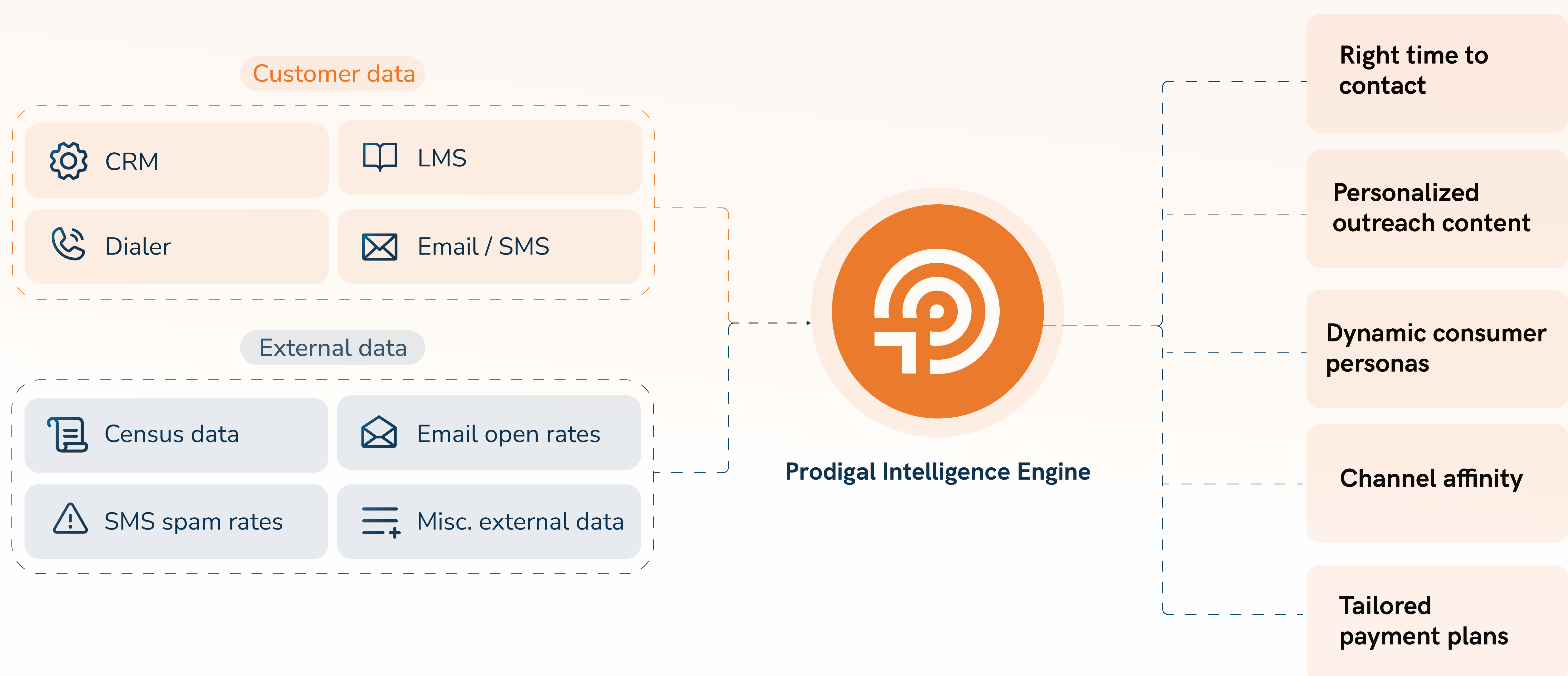
A luxury, they simply could not afford.

Omnichannel AI strategy with deep context of consumers and their journey

Why the lender chose proCollect for AI-driven personalization

When the lender approached us, their vision aligned perfectly with Prodigal's to deliver a hyper-personalized collections experience with AI that maximizes payments and retains consumer relationships.

At the core of this approach is the Prodigal Intelligence Engine (PIE), an intelligence layer for servicing and collections. PIE powers accurate decision-making and "next best actions" for both AI agents and human teams working with consumers.



AI omnichannel collections strategy

The lender deployed proCollect by Prodigal. Powered by the PIE, proCollect produced daily strategies for individual consumers by analyzing their inferences across four core dimensions:

- **Preferred communication channel** – email, text, or voice.
- **Optimal contact time** – when the consumers are most likely to engage.
- **Effective message content** – tailored email subject lines, text content and voice scripts to resonate with each consumer.
- **Ideal contact frequency** – balancing persistence with customer experience.

33% lift in pre-charge-off recovery than traditional methods

These strategies were then further optimized using advanced ML models that predicted:

- **Intent-to-Pay (ITP)** – the likelihood a consumer would make a payment within the next 7 days.
- **Recovery Potential** – the estimated amount that could be collected if a payment occurred.

By combining these signals, proCollect routed each consumer to the right channel for the right treatment. For example, prioritizing high-value accounts for resource-intensive channels like voice, while directing others to low-cost digital outreach.

This ensured maximum collections ROI without compromising the consumer experience.

Lower roll rates, higher pre-charge-off recovery



To measure the impact, the lender adopted this model - 45% of past-due accounts were managed by proCollect, while 55% continued through the lender's existing process.

By reaching consumers at the right time, with the right content, on their preferred channel, proCollect drove a **57% lift in digital engagement**.

At the same time, human agents became more productive. With proCollect handling intelligent outreach and prioritization, agents got **45% higher promise-to-pay** in calling campaign.

With Gen AI-driven personalized collections, the lender achieved:

- 11% reduction in roll rate
- 45% higher promise-to-pay
- 33% lift in pre-charge-off recoveries

Encouraged by these results, the lender is now expanding proCollect's share of accounts to 100% of their past-due portfolio, making it the cornerstone of their collections strategy.



AI agents for loan servicing and collections

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