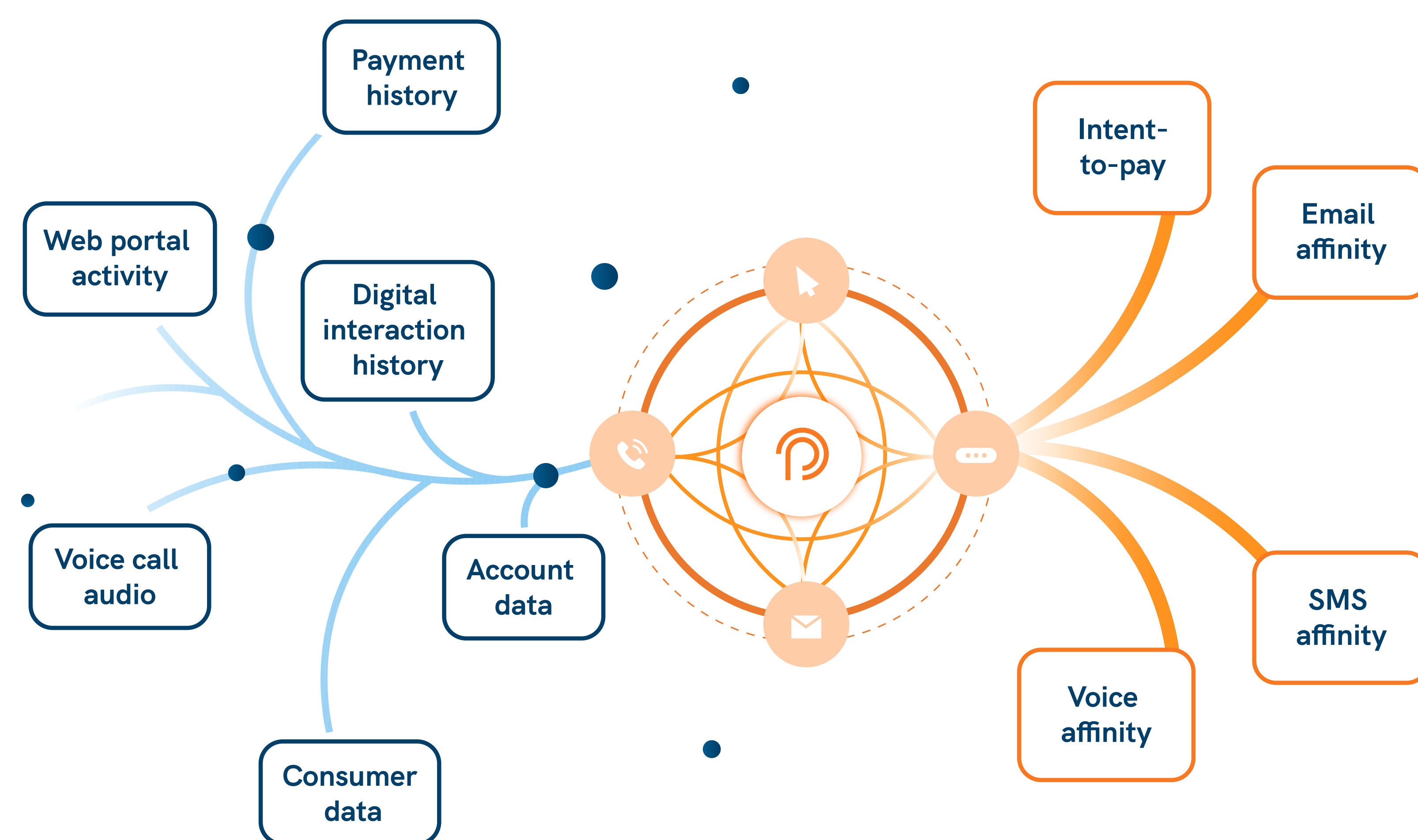


# RevCycle increased payments through a personalized omnichannel strategy



RevCycle needed a smarter way to determine the best mix of channels—voice, SMS, and email—for each customer to improve engagement and drive payments.

Using ProCollect, we ran a 60-day test on 25% of RevCycle's portfolio, generating daily recommendations with the best mix of channels. This led to a 33% increase in payments, highlighting significant potential when implemented at scale.



"Prodigal helped us become truly omnichannel by intelligently optimizing our mix of voice, SMS, email and letter communications. In just the first 60 days of using their solution, we saw a material improvement in our payments and therefore our collections performance each day."

Don Strobel, COO



## The challenge

### Identifying the right channel for each account

RevCycle was looking to predict the best mix of channels - voice, SMS, or email - for each customer, to improve engagement and payment rates. RevCycle identified this challenge firsthand and were intending to move towards an omnichannel strategy. Their rules-based model treated every account the same, failing to adapt to individual customer preferences.

## The solution

### Our AI models accurately predicted channel affinity

ProCollect leveraged AI to analyze account details, consumer demographics, voice call sentiment, payment history, and digital engagement. It generated channel affinity scores and Intent-to-Pay predictions for each customer every day. A feedback loop refined recommendations over time.

## The outcome

### RevCycle achieved 33% higher payments with personalization

ProCollect enabled RevCycle to shift from a static rules-based system to a personalized, AI-driven approach. Over a 60-day test, this resulted in a significant increase in payments, with an average payment increase of \$22.71 per customer and 33% increase in overall payments.