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Case Study

First Premier Bank Increases Total Dollars Collected by Improving Collector Performance & Productivity

3.4%
Increase in Dollars Per Hour (DPH)

$5.8MM
Annualized Value of Collections Productivity Improvement

About the Client

First Premier Bank, headquartered in Sioux Falls, SD is an issuer of MasterCard brand credit cards in the U.S. First Premier Bank and Premier Bankcard are recognized for their financial strength and dedication to their customers, employees, and communities. "People are Premier's greatest strength and its most valuable asset."

First PREMIER Bank
Member FDIC

The Opportunity

Teams in the Collections department were struggling to analyze and action multiple data feeds and reports. This impacted the front-line leaders' ability to meet collections targets– including DPH. Supervisors were spending too much time manually analyzing data instead of engaging, developing, and coaching their teams.

Client Challenges

- Inability to meet monthly Collections goals
- Inefficient use of Supervisor time due to lots of tools and manual processes
- Difficult to engage, motivate, and coach agents working remotely

Results

Collection DPH increased 3.4% resulting in $5.8 MM of annualized impact

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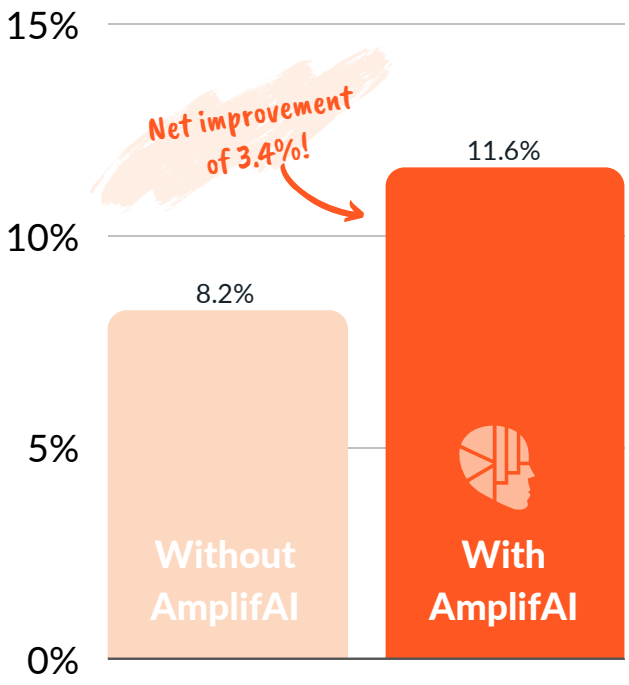
The Solution & Impact

AmplifAI started working with First Premier Bank in 2021 to implement our AI-Driven performance enablement platform. The solution was focused on helping improve the Coaching Effectiveness of their engagement leaders and improve the visibility of performance throughout the organization.

AmplifAI became the one system to see and understand performance data relative to their goals, their team, and their line of business. It also provided AI-Driven intelligent coaching and recognition actions as well as recommendations for supervisors.

Site Performance



Within the first two months, the client realized significant improvement in DPH productivity for the associates coached using the AmplifAI solution compared to the sites that were not.

The sites using AmplifAI saw an 11.6% increase in productivity compared to only 8.2% for the sites without AmplifAI. Applying this average 3.4% incremental improvement to the pre-AmplifAI productivity level of $570 DPH for the base of 301,592 productive hours annually, client attributes $5.8MM in incremental collections due to AmplifAI.

About AmplifAI

AmplifAI is applying science to make teams better! AmplifAI was founded with the goal of leveraging data to create a personalized environment that enables every employee to succeed.

As more companies explore the new generation of hybrid work, innovative leaders and organizations are relying on AmplifAI to enable performance, improve people and make work more fun - wherever work is happening. Powering success for people-centric enterprises around the world.

Want to learn more?

Let's Talk!