

18% lift in right-party contact for a global BPO — agentic outbound collections

Case study · BPO · Voice AI

A global BPO's largest collections program was missing quota because right-party contact rates had collapsed. pronix.ai deployed a compliance-first agentic outbound stack — smarter dial strategy, natural voice AI for verification, and evidence-grade audit trails — lifting RPC 18% and promise-to-pay 27% inside TCPA and Reg F.

CLIENT

Global BPO, 40,000 seats across 11 countries

INDUSTRY

BPO

PLATFORM

 Amazon Connect **AMAZON CONNECT**

 **SALESFORCE FINANCIAL SERVICES CLOUD**

 **AWS BEDROCK**

+18%

Right-party contact

+27%

Promise-to-pay conversion

-45s

Handle time per RPC

0

TCPA / Reg F findings in audit

01 The situation

A global BPO's largest collections program was missing quota because right-party contact rates had collapsed. pronix.ai deployed a compliance-first agentic outbound stack — smarter dial strategy, natural voice AI for verification, and evidence-grade audit trails — lifting RPC 18% and promise-to-pay 27% inside TCPA and Reg F.

RPC had dropped from 24% to 15% in 18 months, and every dial strategy tweak triggered a compliance review. Agents were spending the first 45 seconds of every connect on verification, and consent capture lived across three systems.

+18%

Right-party contact

+27%

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02 How we delivered it

STEP 01

Compliance-graph dial strategy

Modeled TCPA, Reg F and state-level rules as a decision graph the dialer consulted per attempt — no more one-size-fits-all campaigns.

STEP 02

Voice AI for right-party verification

Natural voice agent handled greeting, mini-Miranda and RPC verification — shaving 45 seconds and standardizing script adherence.

STEP 03

One consent ledger

Unified consent, DNC and revocation events into a single append-only ledger consumed by both the dialer and the CRM.

STEP 04

Agent-assist on connect

Once RPC was confirmed, warm-handed to a human agent with account context, negotiation range and next-best offer pre-loaded.

STEP 05

Evidence pack per account

Every attempt produced a regulator-ready evidence bundle — call recording, consent state, script version, model version.

03 Reference stack and assumptions

LAYER	COMPONENT	DESIGN ASSUMPTION
Contact center	Amazon Connect (outbound)	Predictive + preview dialer with per-attempt policy evaluation; recordings archived to S3 with legal hold.
Compliance graph	Custom rules service on AWS Lambda + DynamoDB	TCPA, Reg F and state rules modeled as a decision graph; consulted every attempt with sub-50ms latency.
Voice AI	Amazon Lex + Polly Neural	Greeting, mini-Miranda and RPC verification only; warm hand-off to human for negotiation.
LLM / summarization	AWS Bedrock (Claude 3.5 Sonnet)	Post-call summarization and next-best-offer; guardrails via Bedrock Guardrails on PII and disallowed language.
CRM / account of record	Salesforce Financial Services Cloud	Account, consent, promise-to-pay and hardship flags flow both ways; agent desktop unchanged.
Consent ledger	Append-only store on Amazon Aurora + S3	Single source of truth for consent, DNC and revocation; audit exports on demand.

Written for

BPO COO · Head of Collections · Compliance Officer — and the delivery leaders who have to make the same call on their own estate.

THE BOTTOM LINE

Every engagement ends in production, under one SLA. The team that builds it runs it — which is why these numbers are measured against a baseline captured before anything shipped, not estimated afterwards.

Run the same play on your estate. Book a working session with the practitioners who delivered this program, or model the business case first with our ROI calculators.

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