

# Prestige

**INDUSTRY:**  
Financial Services

**DURATION:**  
5 months

**TECHNOLOGIES:**  
Azure OpenAI, Azure App Services, SQL Server, Cosmos DB, Azure Event Grid, Azure Front Door

**PARTNERS:**  
Coretek, Microsoft

## CASE STUDY

# Transforming Prestige Financial with AI-Driven Azure Modernization

### THE CHALLENGE

Prestige Financial Services, Inc. is a Utah-based company founded in 1994, specializing in consumer financing solutions for automobile dealerships across the United States. Known for its innovative lending programs and strong portfolio performance, Prestige helps dealers offer financing to a wider range of customers, including those with less-than-perfect credit.

As part of its growth strategy, Prestige launched a digital transformation initiative to modernize its core systems, improve scalability, and enhance customer engagement. The company aimed to address long-standing operational inefficiencies by leveraging advanced technologies to streamline communications, optimize service delivery, and create a more agile, customer-focused operation. Recommended by Microsoft, Coretek was selected as a strategic partner to rebuild Prestige's communication services for greater scalability, geo-redundancy, and AI integration.

Before the project, legacy systems had become a barrier to efficiency and customer satisfaction. Operations struggled with uneven workload distribution, bottlenecks in service delivery, and outdated compliance monitoring. Manual processes consumed valuable agent time, limited scalability, and reduced responsiveness in high-volume scenarios.

#### Key challenges included:

- Inefficient routing and tracking of agent responses
- Time-intensive handling of repetitive customer inquiries
- Outbound communication limits and content monitoring needs
- Delayed responses that hurt collections and satisfaction

### THE SOLUTION

#### Strategic Partnership

Prestige Financial's long-standing relationship with Microsoft made Azure the natural choice for its modernization efforts. A strategic shift moved workloads from AWS and VMware to Azure for better integration, scalability, and multi-region support. Coretek was recommended by Microsoft due to their expertise and prior successful AI engagements within Financial Services and beyond.

#### Technology Modernization

To achieve its modernization goals, Prestige Financial leveraged a suite of Azure services and custom-built solutions. Designed for high availability, scalability, and seamless AI integration, this technology stack automated communications, ensured compliance, and supported business growth.

#### Key Technologies:

- Azure OpenAI for AI-driven communication and automation
- Azure App Services
- Multi-region, Active-Active Azure Deployment
- Azure SQL Server, Cosmos DB, Storage Accounts
- Azure Event Grid, Azure Front Door

#### Collaboration and Expertise

The success of Prestige Financial's modernization was built on strong collaboration between the Prestige and Coretek teams. Each brought deep expertise, leadership, and a shared commitment to delivering on ambitious goals.



“We were able to trust Coretek from the very beginning, confidently handing things off knowing they would be completed exactly as discussed. That was huge for us.”

—**DAVID SWENSEN**  
*VP of Software Engineering*

## THE OUTCOME

The partnership with Coretek and adoption of Azure technologies delivered measurable improvements for Prestige Financial. Automation and AI integration reduced costs, improved response times, and enhanced compliance—directly impacting business performance. The project also established a scalable foundation for future growth and innovation.



### **Prestige Business Value**

**Reduced operational costs** by automating responses to common customer inquiries, enabling scale without additional headcount.



**Improved response times**, leading to faster issue resolution and increased collections.



**Enhanced compliance** and traceability through integrated monitoring and communication routing.



**Deployed AI agents** as virtual workers, seamlessly managed alongside human agents for greater operational efficiency.



### **Prestige Customer Business Value**

**Receive faster responses** to inquiries—often within minutes rather than hours or days—making issue resolution immediate and convenient.



**Experience more personalized**, human-like communications, as AI agents generate natural, varied responses instead of repetitive canned messages.



**Benefit from consistent, reliable service**, with inquiries routed efficiently and compliance maintained throughout interactions.



**Enjoy a smoother, less frustrating process** for payments, account questions, and support, increasing satisfaction and speeding issue resolution.



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