

# CLIENT SERVICES NEWS

## Do you have or are you considering a warehouse facility and/or ABS deal?

The Goal Solutions Structured Finance and Treasury Services Team manages over 150 warehouses and securitizations across a variety of asset classes. Here is where we can help:

- Investor reporting
- Borrowing base calculations
- Trigger and concentration limit monitoring
- Cash reconciliations

Take a look at our website: [SPV Management - Goal Solutions](#) to find out more information!

## ENHANCING THE LAUNCH TEAM FOR OPTIMAL SERVICE

At Launch, we recognize that operational efficiency is the backbone of our ability to deliver outstanding services. By continually enhancing our processes and investing in skilled professionals, we aim to create a seamless experience for our clients and improve our overall performance. Our team is committed to driving innovation and effectiveness throughout every facet of our operations, ensuring we remain at the forefront of our industry.

### Program Management

Our Program Management team is at the forefront of overseeing the implementation of new client onboarding and essential projects that align with our organizational goals and elevate our service offerings. The below team members make up our Program Management team including new and tenured team members to ensure we are keeping up with the latest client programs.



#### **Donita Flodeen – Director Program Management**

Donita joined Launch in 2014 to lead implementation and ongoing program management for the company's servicing operation (deployments of new functionality into operations and onboarding/converting clients/products/portfolios onto the servicing platform). She is a 38-year veteran in consumer financial services, bringing a depth of knowledge in the full life cycle of lending origination, servicing, collections program management. Most recently, Donita held leadership roles within Wells Fargo's education lending operation, initially joining Wells Fargo to help in the start-up of their education lending business operations. In addition, she held management positions within EduServ Technologies, then one of the nation's largest third-party servicers of government and private student loans.



#### **Amanda Voigt – Senior Servicing Operations Program Administrator**

Amanda joined Launch in 2015 as a student lending specialist. She has grown in her role and knowledge and joined the Program Management team in 2022. Amanda works closely with the operations team as well as the clients to ensure programs are set up and functioning properly. Amanda's dedication to excellence and attention to detail as well as prior work history at Wells Fargo in various operational and leadership roles has helped the Program Management team flourish and grow.



### **Mary Culhane- Senior Servicing Operations Program Administrator**

Mary joined Launch in 2024, bringing over 20 years of experience in the financial services industry with a focus on leading project and program initiatives. Her background includes overseeing client onboarding strategic process improvements, and cross functional implementations that support both operational efficiency and client success. Prior to Launch, Mary held leadership roles in enterprise project management offices at Vervent and Total Card, where she helped develop project prioritization, enhance testing frameworks, and standardize operational practices. Her experience spans both B2B and DTC servicing environments, with a focus on aligning initiatives to business goals and improving customer experience.

Since Mary has joined the Program Management team, she has revamped our entire client onboarding to create efficiencies and streamlined processes to create a better onboarding experience.



### **Rose Boudreau- Servicing Operations Program Specialist**

Rose joined the Launch team in May of 2023 as a Customer Service Representative. She joined the Program Management team in February of 2025. Prior to Launch Rose worked at Wells Fargo holding various customer service and operational roles. She has prior experience in management so joining the Program Management team was a great fit. Her willingness to learn and preparedness helps the Program Management team stay on top of critical items.

## **Training and Development**

We recognize that a strong training and development program is crucial for empowering our employees and enhancing overall service delivery. By investing in continuous learning and skill development, we ensure that our team is equipped to excel in their roles and meet the evolving needs of our clients, all supported by our latest team member below.



### **Kevin Patterson- Training and Development Specialist**

Kevin just joined Launch in March of this year as our Training & Development Specialist. He brings extensive experience in developing and managing training programs, with a focus on enhancing operational effectiveness and learner engagement. Previously, Kevin held notable positions at HSBC, Fishback Financial, NCB Management Services Inc., and SPS Payment Systems, where he worked to help individuals understand their roles within the organization. Currently, he is redesigning our training program for Customer Service, Operations Processing, and Default Prevention, ensuring alignment with organizational goals, clear learning objectives, and effective instructional methods. Kevin's initiatives are vital for fostering a culture of ongoing development and improving operational performance across the team

## **Operational Efficiency**

We believe that operational efficiency is essential to delivering outstanding services. Our team members dedicated to optimizing processes and enhancing productivity ensure that we consistently meet our performance standards and customer expectations. This commitment is exemplified by the below team who bring a wealth of experience and passion to their roles, driving operational excellence within our organization.



### **Mike Sieler- Senior Manager, Customer Service**

Mike joined Launch in September 2024, initially focusing on operations processing. In March, he transitioned to Customer Service, leveraging his extensive background in Operations, Call Center management, and process efficiency. This strategic move aims to enhance our customer service capabilities, ensuring top-notch support and streamlined processes.



### **Tim Hodge- Workforce Management Analyst**

Tim Joined our team in March of 2025, since arriving he has helped streamline our workforce management platform and create efficiencies with staffing, scheduling, adherence and real time analytics. In Tim's time here, we have seen an increase in servicing standards and SLA metrics.

## CXone Update

The Launch customer service team will be transitioning to the NICE CXone phone platform, with implementation targeted for June 1. This new platform will provide callback capabilities to reduce wait times and allow borrowers to hold their place in line. CXone will also integrate with the Kore AI IVR system for added efficiency.

Additionally, CXone features advanced analytics that will empower our team to tailor services based on customer interactions, enhancing satisfaction. Its omnichannel support will ensure a seamless communication experience for customers, regardless of how they choose to reach out.

### GOAL SOLUTIONS' LUCIDITY RECOGNIZED AS FINALIST FOR BEST LENDTECH SOLUTION BY 2025 BANKING TECH AWARDS



We are thrilled to announce that Goal Solutions has been shortlisted as a finalist for the 2025 Banking Tech Awards in the category of Best LendTech Solution for our groundbreaking analytics platform, Lucidity.

Lucidity, developed by Goal Solutions, is an innovative analytics platform designed to empower investors, originators, banks, credit unions, and colleges with enhanced data visualization and transparency. Drawing on our CEO Matt Myers' expertise in data science, Lucidity delivers insightful and user-friendly visualizations and metrics, reducing or eliminating the need for costly internal investments in data engineers and scientists.

With standout features such as handcrafted analytics, flexible dashboards, and comprehensive delinquency insights, Lucidity enables proactive management and informed decision-making, ensuring clients stay ahead of potential issues. The platform includes specialized modules that cover asset performance tracking, warehouse and ABS structures, and forecast-to-actual tracking, allowing users to drill down into critical data and make informed strategic decisions.

The Debt Layering Module enhances analysis with overlays for warehouse and securitization, providing the ability to track crucial time-sensitive metrics while visually highlighting potential risks. Furthermore, Lucidity's Forecast-to-Actual Module delivers invaluable insights, enabling clients to compare projected outcomes against actual performance for better financial forecasting and risk assessment.

"We appreciate recognition for the hard work that has gone into our platform, which is uniquely positioned to transform how clients track, analyze, and manage their portfolios, combining advanced analytics with an intuitive user experience," said Matt Myers.



### CRUSHING RECOVERY RESULTS FOR SOLAR CLIENTS

Discover how Goal transformed post-default recovery for a solar client, achieving an astounding **616% increase in cumulative gross liquidations** compared to the competition. By leveraging specialized resources and advanced strategies tailored for the solar sector, Goal not only outperformed industry benchmarks but also reinforced its reputation as a leading partner in the renewable energy recovery landscape. Read the full success story [here](#).

### UPCOMING HOLIDAYS

- Memorial Day - 5/26/2025
- Juneteenth - 6/19/2025
- Independence Day - 7/4/2025

