

Case Study

Top Mortgage Lender Drastically Increased Customer Engagement with INFORM Branded Communication

A top-tier online mortgage lender needed help with answer rates and customer engagement. Branded Communication gave their business the needed boost to increase calls answered and lift revenue.

Product
INFORM

Industry
Financial Services

Use Case
Customer Experience CX

Country
United States

90% ↑

Customer Engagement

Customers were ready to engage because they knew who was calling

26% ↑

Answer Rate

More customers picked up the first time when they recognized the branding

16% ↓

Hang Ups

Longer conversations and fewer hang-ups, resulting in quicker resolutions

Overview

A top-tier mortgage lender deserves top-tier communication

Originating over 7 million mortgages, this large mortgage lender knows how important trust is to the financial industry. Customers know it's important too.

According to First Orion's survey of financial service clients, 90% of people said it's "extremely" or "very" important that a call from their financial institution is clearly identified.

Problem

The mortgage lender struggled to reach potential customers who filled out online loan applications

The client is a large online mortgage lender, helping millions achieve the dream of home ownership.

When customers fill out an application, lending agents call customers to gather more information about the potential clients' loan needs.

However, even though customers provided consent to be contacted and had expressed interest in the mortgage lender's offerings, many of their outbound calls went unanswered. Calls were going through, but when customers saw an unknown number on their phones, they assumed the call was a scam and didn't pick up.

Solution

INFORM identified their calls and increased communication metrics across the board

After implementing INFORM, this mortgage lender saw positive results almost immediately. Customers now recognized the business's branding, which led to a 90% increase in engagement rate, a 26% lift in calls answered, and a 16% decrease in hang-ups from frustrated customers.

Overall, the business saw an efficiency and productivity boost in all of its call center representatives.