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Project Overview: Streamlining Lending Communications

Business Unit:

Lending

Detailed Problem / Opportunity Statement:

For the past two years, our lending unit has navigated through challenges:

1. **Ambiguous Communication Methods:** Inconsistent communication means made it challenging to inform customers about their loan application outcomes, causing both internal confusion and customer uncertainty.

2. **Real-Time Decision Delays:** Notifications to customers about conditionally approved or denied loans were often delayed, hampering our internal workflows and elongating customer waiting periods.

These communication issues resulted in operational backups, especially on the consumer and contact center side, affecting 8.5% of our consumer portfolio monthly, or 16,161 loans. This created a ripple effect, leading to customer frustration and confusion.

Opportunity:

Revamping our communication strategies regarding loan decisions can enhance our workflow, diminish call center inquiries, and expedite the loan approval procedure.

Project Goal:

Target a 25% reduction in member clarification calls within the next 90 days.

Implementation & Significant Changes:

(Information limited for customer confidentiality)

1. **Transparent Online Process:** Enhanced mobile and online applications to detail subsequent steps.

- *Benefit:* This direct approach fostered user understanding and reduced queries related to process next steps.

2. **Proactive eMessage Communication:** Loan Officers now send eMessages detailing loan conditions to members before initiating phone calls.

- *Benefit:* Proactive communication reduced the surprise element for customers and allowed them to prepare for further discussions.

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3. **Improved Text Messaging:** We refined the content of our text messages to be clearer.
 - *Benefit:* Clearer messaging reduced misunderstandings and the need for further clarifications from customers.
4. **eMessage Enhancements:** Introduced a comments/notes generator for eMessages, enabling more tailored communication.
 - *Benefit:* This allowed loan officers to provide specific, context-rich messages, making interactions more efficient.
5. **Instant Updates:** Implemented push notifications for real-time updates.
 - *Benefit:* Real-time notifications kept customers informed promptly, reducing the anxiety of waiting and the need to call for updates.

Realized Return on Investment (ROI):

1. **Enhanced Customer Experience:** Reduction in member confusion was achieved with clearer instructions and a transparent process.
2. **Financial Benefits:** Efficient processes and reduced call center inquiries have led to annual savings of \$274,648.
3. **Operational Efficiency:** This initiative surpassed its goal, decreasing member clarification calls to the call center by 30%.

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