

**The challenge:**

Our client is a specialist mortgage lender in the US mortgage market since 1988, with branches in major cities. He was having several offices and a team of Sales people apart from business partners. He has funded loans in several hundred million till now.

In recent years, due to boom in real estate client has expanded its loan-servicing portfolio 10-fold and is one of the leading residential and commercial mortgage financial solutions providers in the United States.

For client, keeping track of all leads and closing them was a tough task.

Maintaining its momentum in growth is an ever-growing challenge for client who needs to provide applications in a timely and cost-effective manner, and in a form that is easily accessible to all employees and customers.

Another challenge was to handle queries from potential customers looking for information about mortgage rates, debt consolidation and mortgage refinancing. Tracking those queries to make sure customer service representatives talk to most was very difficult.

In their manual system it was not always possible to follow up immediately on a matter, as there was no automated way to trigger a next step. Also the process of recording detailed history, as the application is progressing, needed to be standardized and improved.

It was a tough and time bound challenge for ADCC' as they have to thoroughly understand the Mortgage industry in US and make it automated as per clients requirement.

Client says:

"Dealing with a mortgage application usually takes between 6 days and 6 weeks depending on its complexity," explains Client. "The number of tasks and the number of parties involved in an application can be quite high."

"We wanted to improve the efficiency and add value to the process," says Client. "We wanted to make mortgage applications available on-line to our branches, analysts, commercial team and selected business partners."

"Another area that could use improvement was our sales analysis. Our commercial team did not really have the tools to investigate trends and analyze the performance of the sales team and business partners."

**Solution:**

ADCC's Mortgage Web solution was ideal because it allows easy access to all US Mortgage Industry requirements and a user friendly interface.

ADCC implemented a Web based Mortgage solution that offers real-time automated mortgage application tracking, Refinance, Calculators as well as comprehensive sales performance management tools. The solution allows client to easily share information between its branches, analysts, commercial team and selected business partners.

The Web mortgage application tracking system was implemented first. The mortgage application tracking system allows not only for inquiry, but also for detailed recording of steps as the application progresses. Internal staff and selected partners access the system using a browser over in Intranet and business partners through automatic mail.

Our quality of service for mortgage application processing has improved significantly, as the status of the file is available to all concerned parties. Moreover electronic alerts have shortened the average lead-time.

ADCC then implemented a Mortgage solution that allows its commercial team to analyze who are the most profitable partners in each segment of activity and to measure the performance of both the internal and external sales networks.

Client says: "The Web solution has increased our competitive advantage through better quality of service and transparency to our business partners."

**Benefits:**

- Broader reach
- 24 X 7 Availability
- Reduced Costs All Around
- Greater User Productivity
- Enhanced End-User Services
- Security
- Consistent and updated data available all the time