

# Empower Loan Officers to Connect Directly with Leads Through Their Preferred Channels

Quickly connect with leads through phone and SMS text messaging with the Total Expert Communications Package—one-to-one engagement tools purpose-built for the mortgage industry.

Speed alone doesn't cut it anymore. Lenders must immediately provide value to earn new customers. Built into the Total Experience Platform, the Communications Package in-app dialer and one-to-one engagement system empowers lenders to stand out in today's competitive environment. Empower loan officers with a complete consumer view to deliver a personalized, valuable lending experience.

## HOW IT WORKS

- Loan officers communicate directly with borrowers through phone and SMS text messaging.
- Track communications history for a complete view of customer engagement.
- Record, transcribe, and store calls for performance and compliance purposes.
- Detect answering machines and automatically leave pre-recorded voicemails.
- Forward unanswered calls to alternative numbers.
- Automatically call a list of leads one after another.
- Transfer calls to other users or conference in additional numbers.

## BENEFITS



**Personalize outreach and the customer journey** with more options to connect with leads via their preferred channel.



**Empower loan officers with lead insights** to create a better consumer engagement strategy and experience.



**Become the first to connect with leads** with call center functionality natively integrated with an all-in-one CRM and marketing automation platform.