

CONSUMER DIRECT

Build a Better Consumer Direct Experience



Centralize customer engagement to drive speed, scalability, and production efficiency

Direct-to-consumer digital lending continues to transform the mortgage industry, with consumers expecting a better overall experience while lenders need to provide value from the first interaction. Total Expert for Consumer Direct gives lenders essential tools to build a better consumer direct experience – from first contact to long-term retention and customer loyalty.

With Total Expert for Consumer Direct, increase speed-to-market while providing a connected, personalized experience for consumers. The purpose-built solution unifies lead data, lead management, and intelligent marketing automation in one system.

WHY TOTAL EXPERT FOR CONSUMER DIRECT



Get customers loans faster by leveraging a fully integrated solution



Stand out as the best contact for consumers by humanizing communication



Increase speed to connection with workflows, lead routing, and communications tools



Accelerate the customer journey with time-based intelligent automation



Optimize your cost per funded loan through in-app analytics and dashboards