

Finance of America's Keys to Building Retention



The Opportunity

For every 100 customers, 30% will have 1+ transactions within 5 years.

Finance of America dedicated time and resources to going “all in” on customer experience in 2020. Now, they’re realizing the benefit of that investment — **they’ve doubled their retention rates.**

Chief Digital Officer Dan Catinella shares **three keys to building authentic customer connections and loyalty.**



1. Dedicated Team

Cultivate a cross-functional loyalty and retention team.

“We have people from sales, from marketing, from operations even,” Catinella explained. “We had specific retention technology, data, team members anybody that we really needed to be able to execute on this and keep running forward.”



2. Education

Articulate the value of customer experience in retention.

- Required trainings for mortgage advisors.
- Established accountability metrics.
- Gamified success.



3. Technology

Create a consistent framework across teams.

“One of the benefits that we had is, we already had our channels in the Total Expert platform,” Catinella said. “If it were three years ago, we had six different CRMs in our environment and this would have never worked. But we had a single solution going for us, so it was all about starting simple.”

For more ways Finance of America is optimizing its customer experience with Total Expert, [listen in to the full Expert Insights podcast with Dan Catinella.](#)