

Attaining up to 90% Straight Through Processing by Reimagining CX for Leading Mortgage Service SaaS Platform provider

Key Challenges



- Problems with extending upsell/partner cross-sell and deep integration opportunities
- High call center volume, low conversions (online registration, paperless billing, ACH) due to complex segmented navigation and user flows
- Limited scalability due to existing technology stack and portal performance

Business Solution



- Developed a customized BPaaS solution to enable high degree of automation
- User-Centric customizable and responsive CX
- Competitor & cross industry analysis along with Concept Testing and A/B testing to measure and optimize results
- Developed a content strategy to address support requests

Business Impact



70-90%

Straight Through Processing

23%

Self-Service Increase



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