

HCL BPO's solution substantially increased new customer acquisitions for a mortgage banker

Case Study

The Client

The Client is a US based full service mortgage banker / broker and services the home financing needs of California residents and beyond. The client has 100 loan programs available to satisfy the borrower's specific financing requirements, regardless of their past credit performances.

Business Need

The Client needed to expand its customer base and mortgage portfolio while enhancing productivity. At the same time it also wanted to ensure low acquisition cost.

HCL's Solution

HCL BPO set out by pruning the database – DNC (Do Not Call) customers were flushed off the list. HCL offshore delivery team provided re - financing of the mortgage loan and prospective customers were contacted for new business initiatives. The customer's consent is sought before transferring the call to a loan officer present onsite, who fulfills the mortgage requirement.

Results

HCL's solution increased qualified sales opportunity for the client through new customer acquisitions. The operational efficiency exceeded the sales per hour SLA set by the client. The client began to enjoy flexibility in managing New Call Campaigns at short notice and witnessed a marked reduction in cost of acquisition.