

INFORM® Branded Calling Mortgage Lender Case Study



Background

A top-tier online mortgage lender needed help with answer rates and customer engagement. Branded Calling gave their business the needed boost to increase calls answered and lift revenue.

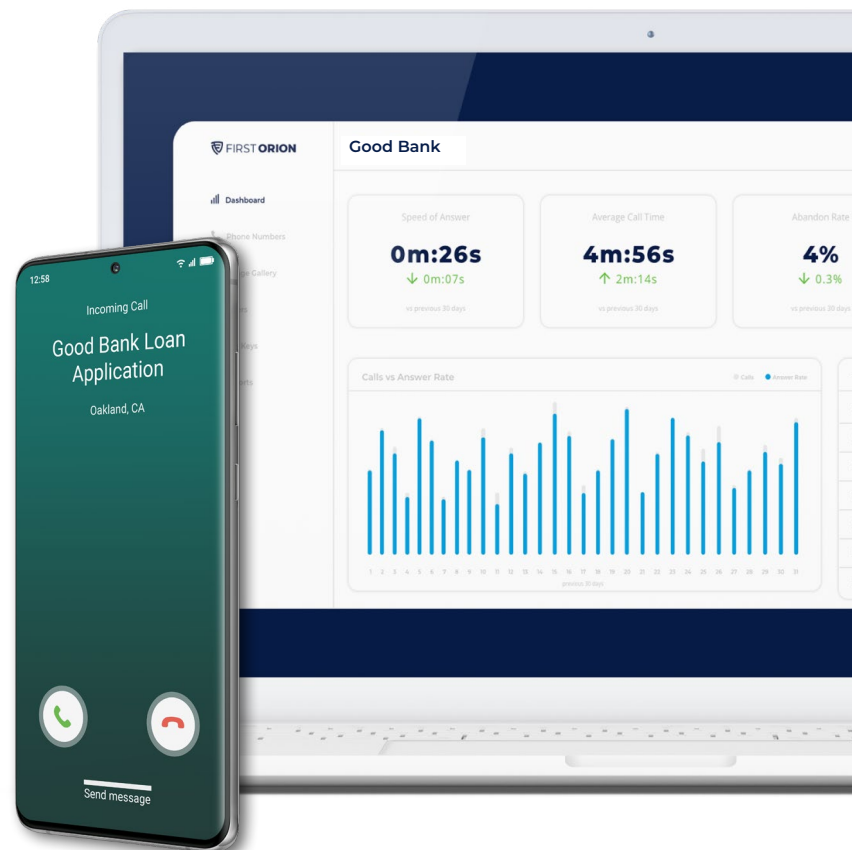
Overview

When customers fill out an online application, lending agents call them to gather more information about the potential clients' loan needs. However, even though customers provided consent to be contacted and had expressed interest in the mortgage lender's offerings, many of their outbound calls went unanswered.

Solution

INFORM® Branded Calling identified their calls and increased communication metrics across the board.

After implementing INFORM, the mortgage lender saw positive results almost immediately. Customers recognized the business's branding, leading to a **90% increase** in engagement rate, a **26% lift** in calls answered, and a **16% decrease** in hang-ups from frustrated customers.



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INCREASE
in Customer
Engagement

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Rate