

## Case Study:

# How a national mortgage lender reduces costs and risk with standardization and control

## Challenge

- Lack of centralized control and visibility into printed letters mailed to borrowers
- Escalating operational and risk issues due to local printing, hand collation, and manual data entry
- Inconsistency in design, language, and visual and verbal branding elements of letters
- Fragmented and siloed teams creating letters with 470 templates and 730 data elements

## Solution

- Implemented new on-demand letters module for call centers
- Reduced manual data entry with automated data fills and business rules
- Digitalization of complex letters, reduced the need for manual printing, collating, and handling; ultimately resulting in reduced labor costs.
- Provided single source library for all letter templates
- Data leveraged to drive regulatory content and support regulatory audits
- Integrated separate systems and processes into one platform that enables over 300 users to self-manage communications across the enterprise.



### Client

National Mortgage Lender

### Industry

Financial Services

### Solution

EngageOne RapidCX

## Benefits

- CX** Redesigned letters to a consistent, simplified brand standard
- \$** Annual savings of \$430K in reduced call center labor costs
- ✓** Automation, regulatory controls, and end-to-end tracking