

OPEN MORTGAGE + OPTIFINOW

Multi-Channel Lender Consolidates Sales & Marketing in a Single CRM



AT A GLANCE

Challenges

- Multiple CRM Systems
- Inefficient Processes
- Fragmented Data
- Redundant Technology

Benefits

- Direct Cost: \$1,000
- Indirect Cost: \$750
- Payment terms should be further discussed.



"OptifiNow has done more than just corral our sales and marketing. We can identify leverage points in our sales process and see areas that need to be fixed much more easily.

They've give us the ability to see our business differently and be more strategic."

Brian Roe

Open Mortgage

OBJECTIVES

Open Mortgage needed to consolidate multiple CRM systems and simplify processes in order to improve sales and marketing responsiveness. They sought to gain visibility over their retail forward and reverse mortgage teams, a wholesale lending channel, and recruiting efforts without breaking the bank.

SOLUTIONS

OptifiNow Flex provided Open Mortgage with a single CRM platform that unified all of their sales and marketing channels. OptifiNow Flex integrated tightly with multiple LOS systems, lead gen providers and Open Mortgage's proprietary data lake.

OptifiNow Flex custom configured the CRM for each sales channel, creating unique user experiences for forward and reverse mortgage loan officers, wholesale mortgage account executives and recruiting agents. A powerful business intelligence tool coupled to a robust SQL database enabled the creation of dashboards that provided insight into business performance.

BENEFITS

Improved Performance, Lower Costs

Significant reduction in total cost of ownership (TCO) by eliminating systems and streamlining processes.

Better Data and Insights

Increased visibility into sales and marketing performance across all sales channels.

Increased Adoption and User Satisfaction

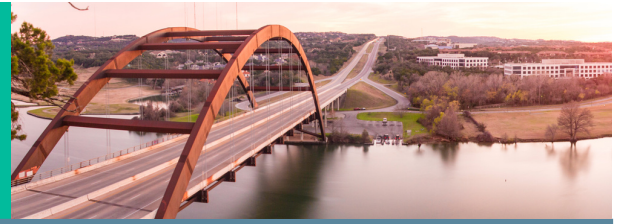
Custom user interfaces (UI) lowers learning curve and increases user adoption.

Agile Sales and Marketing

OptifiNow's White Glove platform management and custom development services enables Open Mortgage to change and adapt their sales and marketing at any time.

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OVERVIEW

Open Mortgage is a mortgage lender that was faced with the challenge of managing a convoluted technology stack. The Austin, Texas-based lender had grown tremendously over the past few years, offering both forward and reverse lending products through their retail and wholesale channels. They were supporting more than 130 loan officers across 60 branches in 24 states, as well as 20 account executives on their wholesale team.

CHALLENGE

The technology impact of supporting multiple channels and loan product types was three different loan origination systems, two separate CRM platforms and a large team of personnel required to manage all of the data and integrations.

As a result, Open Mortgage struggled to stay on top of their sales and marketing operations because of the inefficiency that was built into supporting multiple CRMs. Marketing staff and CRM administrators had to be trained on different systems and providing support to their sales teams was cumbersome. Open Mortgage knew that the risk was more than just an inconvenience, it had a serious strategic downside.

"Marketing and selling mortgage loans is so much more sophisticated today. We're competing against the likes of Quicken and United Wholesale," said Brian Roe, Vice President of Sales at Open Mortgage. "If you don't have the ability to get your message in front of borrowers and act quickly when they respond, you're out of business."

SOLUTION

Open Mortgage selected OptifiNow CRM because it consolidated all of their sales and marketing channels into a single system. It was the only CRM they found that allowed their loan officers to simultaneously create applications for forward and reverse loans, as well as integrate to all three LOS systems that they utilize internally.

Instead of having to login to two different software environments and manage everything from user configurations and marketing templates redundantly, Open Mortgage drastically streamlined their operations for system admins and the marketing team.

The outcome was so successful that Open Mortgage broadened usage of OptifiNow to include wholesale lending and their recruiting teams, adding new CRM capabilities that they didn't have before.

OptifiNow saved Open Mortgage at least two full time employees and gave them maximum visibility into all of their sales and marketing with less effort.

"Streamlining processes in a distributed sales organization like ours is very difficult," Roe said. "OptifiNow has done more than just corral our sales and marketing. We can identify leverage points in our sales process and identify areas that need to be fixed much more easily. They've given us the ability see our business differently and be more strategic."