

# 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**



**Request a Demo**

