



## Case Study: Lending Company

### Business Challenge

Our client, a Savings and Loan that had purchased a loan originator, needed to increase incoming lead opportunities for over 20 Loan Officers. Our Client adopted a strategy that called for an increase in sales volume by using targeted outbound lead generation campaigns designed to drive qualified loan applicants to their loan officers.

Our client used several call center based lead generation services without success. Other vendors were unable to maintain strong performance over time.

### 1NW Contact Solution

1NW Contact prepared a Live Transfer Lead Program that utilized outbound dialing to mine a variety of data sources. The goal of the dialing program was to locate those parties interested in speaking with a loan officer regarding a refinance, equity line of credit, or purchase loan. We worked with the client to tailor scripts specifically for the type of business they wanted to obtain. We collaborated with the client and trained our agents in the specifics of each mortgage segment in which our client was doing business.



1NW Contact agents screened the prospects using an established qualification script, and when a prospect met the criteria, our agent initiated a live transferred of the interested party to our client using technology that creates a three way conference call with the prospect, loan officer and calling agent. Our ability to develop rapport with the prospect during the call and 'handshake' with the loan officer dramatically improved the quality of the program for our client. 1NW Contact provided, on average, 160 live transfers daily to our client.

### Result

Our client saw an increase in overall sales production, reaching One Billion dollars in sales over a five year period. 1NW Contact Live Transfer Lead Program played a significant role in our client's revenue growth during this time.



Here is what our client had to say:

*“Service and performance at 1NW Contact met and exceeded my expectations. Our relationship was built on trust that we were working together as a partnership to bring together our desired results.”*

**EXPERIENCE THE DIFFERENCE**

**CALL US AT 877-404-5639 WITH YOUR PARTICULAR NEEDS AND WE WILL CRAFT A SOLUTION IDEALLY SUITED FOR YOUR PRODUCT OR SERVICE REQUIREMENTS.**