botsplash

Personalized Journeys with Botsplash: Boosting Sales and Loyalty

AXEN
Mortgage

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INTRODUCTION

Axen Mortgage is a premier provider of customized mortgage solutions, catering to both individuals and businesses across various real estate sectors. With a dedication to outstanding customer service and financial expertise, Axen Mortgage has built a solid reputation in the mortgage industry.

However, despite their expertise, the lender faced challenges in effectively engaging with their customers. Traditional communication methods often fell short in delivering personalized experiences and timely responses, leading to missed opportunities and reduced customer satisfaction. Recognizing the need for a modern and proactive approach to customer engagement, Axen Mortgage partnered with Botsplash, a cutting-edge platform that leverages data analytics, AI-driven recommendations, and targeted messaging to transform customer journeys.

THE CHALLENGE

Axen encountered several challenges in personalizing customer journeys, including limited personalization through automation. Due to constraints in their automation capabilities, the lender struggled to create personalized interactions at scale. This limitation hindered their ability to tailor messages and offers based on individual customer preferences and behaviors. As a result, agents spent considerable time on manual tasks instead of focusing on engaged leads and high-potential opportunities, leading to inefficiencies in their customer engagement processes.

Another significant challenge faced by Axen Mortgage was the need for differentiation in customer experience. In a highly competitive market, standing out and offering a unique customer experience was crucial. However, standardized communication methods often fell short in capturing the attention of customers and creating lasting impressions. This challenge highlighted the importance of personalized and impactful interactions to differentiate Axen Mortgage from competitors and enhance customer satisfaction and loyalty.

The average time to close a mortgage loan in the US is 45 days, **but lenders leveraging digital technology can reduce that time-frame by up to 10 days.**

BOTSPLASH IMPLEMENTATION

Axen seamlessly integrated Botsplash into their customer engagement processes, leveraging key features to enhance automation, personalization, and overall efficiency.

CRM LITE FEATURES

Botsplash's Sequences feature curates timed automated follow-up messages, effectively ensuring a personalized and proactive client journey. Sequences function by automating specific messages or actions within Botsplash, seamlessly integrating with the agent's workflow to enhance efficiency and engagement. In this use case, Axen Mortgage leveraged Sequences to schedule additional follow-up messages tailored to leads that had not yet responded, deploying these messages at timed intervals for optimal impact.

This strategic approach not only facilitated ongoing communication with leads but also nurtured them through the customer journey, maintaining consistent engagement and interest. The synergy between Botsplash's Sequences and agent-driven interactions created a cohesive and personalized experience for clients, contributing significantly to increased responsiveness and conversion rates.

GENERATIVE AI FLOWS

Additionally, Axen Mortgage leveraged Botsplash's AI capabilities for lead qualification, utilizing a sophisticated process that mirrors real agent behaviors for a more conversational approach. This AI-driven qualification process was developed by analyzing the behavior and responses of actual agents, allowing the system to intelligently vet leads based on predefined criteria and desired information.

Botsplash's interventions ensured that conversations that require a human response are handed off right, rather than continuing through AI. These interventions identify instances where the AI may encounter limitations or where customer questions are best addressed by a live agent. When such situations arise, the system seamlessly transitions the lead from the AI flow to a human agent, ensuring a smooth and high-quality customer experience. Leveraging AI in this manner, optimizes lead qualification and enhances the overall customer journey by seamlessly blending automated interactions with personalized human touchpoints, ultimately contributing to increased engagement and maximized productivity.

ADVANCED REPORTING

Botsplash's robust reporting capabilities allowed Axen Mortgage to track key metrics such as response rates, spam, and opt-outs, which provided valuable insights into the effectiveness of their communication strategies. By monitoring response rates, Axen Mortgage could identify which messages resonated most with their audience and adjust their approach accordingly. Tracking instances of spam helped them maintain the integrity of their outreach efforts, ensuring that their messages reached genuine prospects and weren't flagged as unwanted communication.

Monitoring opt-outs enabled Axen Mortgage to understand customer preferences better and refine their messaging to reduce churn. These comprehensive reporting features empowered Axen Mortgage to make data-driven decisions, continuously optimize their customer engagement strategies, and ultimately enhance the overall customer experience and satisfaction. By leveraging these insights, Axen Mortgage could tailor their interactions to better meet the needs and expectations of their customers, fostering stronger relationships and driving business growth.
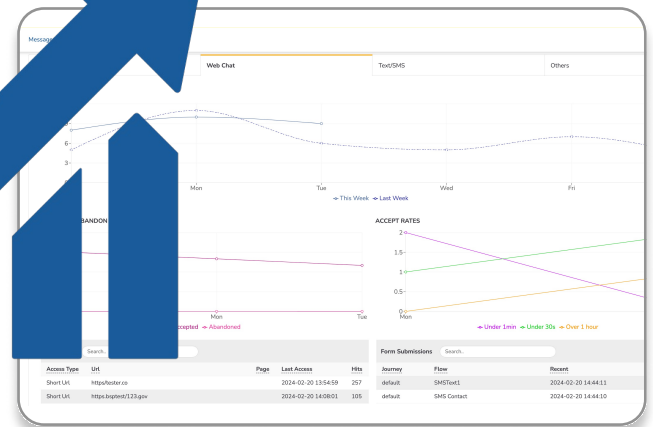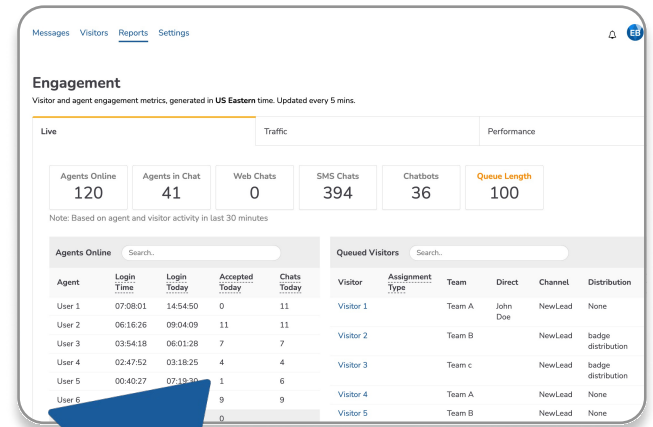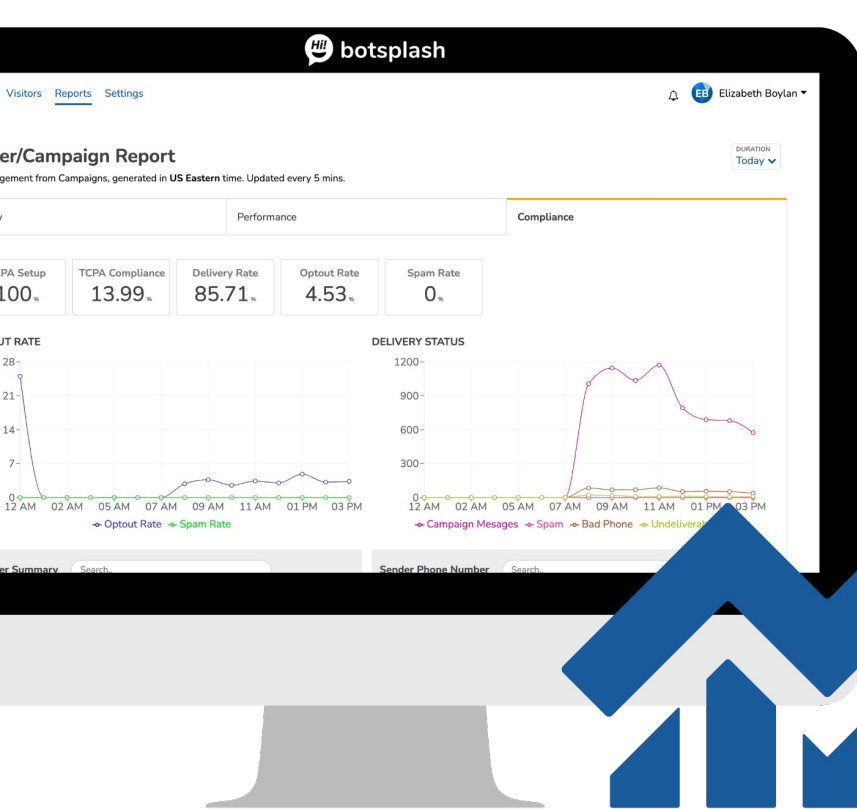
THE RESULTS

The implementation of Botsplash at Axen Mortgage yielded significant and measurable results, showcasing the impact of personalized customer journeys on sales, conversions, and customer loyalty.

1. QUANTITATIVE DATA

✓ **Response Rate:** Axen Mortgage experienced a notable increase in response rates, with a **year-to-date (YTD) response rate of 30%**. This improvement indicates a more engaged customer base and a higher level of interaction facilitated by Botsplash.

✓ **Spam Reduction:** Botsplash's robust filtering mechanisms resulted in a **minimal spam rate of 0.01%**, ensuring that communication channels remained clean and focused on genuine customer interactions.

✓ **Active Conversations:** Botsplash facilitated over **150,000 active conversations YTD**, highlighting the platform's effectiveness in managing and nurturing customer relationships at scale.

2. TANGIBLE BENEFITS

✓ **Increased Response Rates:** Axen Mortgage observed an **8% increase in response rates** after implementing Botsplash. This improvement signifies a more responsive and engaged customer base, leading to enhanced communication and higher conversion rates.

✓ **Direct Calls from Clients:** The implementation of personalized customer journeys through Botsplash resulted in a **5% increase in direct calls from clients**. This direct engagement reflects improved customer satisfaction and a stronger connection between Axen Mortgage and its clients.

3. CONTRIBUTION TO CUSTOMER LOYALTY

Personalized customer journeys played a vital role in fostering customer loyalty for Axen Mortgage. By tailoring interactions based on individual preferences, behaviors, and needs, Botsplash facilitated meaningful and relevant engagements. This personalized approach made customers feel valued, understood, and appreciated, leading to increased trust, repeat business, and long-term loyalty.

TESTIMONIALS

"The AI chatbot has been amazing for allowing us to take on a massive amount of leads and pre-qualify them before an agent needs to get assigned. Its ability to batch process multiple messages with a delay makes it unrecognizable between a real person or a bot. The hand off to an agent is smooth and helps us process a lot more apps than would be possible with our small team. Having the ability to schedule call backs for us is very handy as well for customers that only prefer a call. The process has been able to give us an unlimited team of assistants that work around the clock for our chat team. I could not be happier with the progress we have made and the use case of the AI features that Botsplash is utilizing."

Milad Romaya
Branch Manager - Axen Mortgage

"Collaborating with the Axen team on developing an AI chatbot has been an incredibly rewarding experience. The consistent and insightful feedback we receive from Axen is invaluable, enabling us to fine-tune and continuously improve our AI processes. This proactive approach ensures that conversations are smooth and effective, ultimately leading to a more efficient workflow and allowing agents to handle more customer interactions.
We are committed to improving and expanding the functionality of the AI chatbot, and I am excited to see the positive impact this will have on the Axen Mortgage team."

Joseph Howe
Implementation Specialist - Botsplash

CONCLUSION

The collaboration between Axen Mortgage and Botsplash marks a significant milestone in modernizing customer engagement strategies. By leveraging Botsplash's data analytics, AI-driven recommendations, and targeted messaging, Axen Mortgage not only overcame challenges in limited personalization and differentiation but also achieved remarkable results. The quantitative data reflects a substantial increase in response rates, reduced spam, and a significant volume of active conversations, showcasing the Botsplash platform's effectiveness in engaging customers at scale.

However, the true success of this partnership lies in the qualitative aspect—the creation of personalized customer journeys that fostered trust, loyalty, and repeat business. Through tailored interactions and personalized messaging, Axen Mortgage established meaningful connections with its customers, leading to enhanced customer satisfaction and long-term loyalty.

MORE ABOUT BOTSPLASH

Botsplash is an omnichannel consumer engagement platform that combines messaging channels such as SMS, web chat, Facebook Messenger, Google's Business Messages, and more onto one unified SaaS-based dashboard. Our users are able to conduct effective inbound and outbound messaging campaigns using numerous integrations, features, and more. Botsplash takes a human-first approach and lets the real interactions inform how and when to use automation and AI. Our clients range from small to enterprise size and we offer solutions for a range of industries.

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Scan the QR code, refer a friend, and get rewarded

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