



From Conversation to Connection: Botsplash for Consumer Experience



www.botsplash.com

TABLE OF CONTENTS



The Problem	03
Botsplash Implementation	04
Secret Shopper Feedback & Results	06
GO Mortgage Agent Testimonials	07
Conclusion	09
Learn More About Botsplash	09



THE PROBLEM

In today's competitive and dynamic business landscape, the pursuit of a unique and memorable client experience has become not merely a luxury, but a necessity for companies aiming to thrive and expand. The age-old saying that "the customer is always right" has evolved into a more profound understanding that the customer experience is at the heart of successful business growth.

By offering a distinctive and unforgettable encounter, companies not only secure the loyalty of their existing clients, but also create a powerful magnet that attracts new ones. This approach fosters long-lasting relationships and acts as a powerful catalyst for business expansion, making a compelling case for why crafting a distinctive and unforgettable client experience is paramount in today's competitive market.

With a primary goal of simplifying the often complex mortgage process and providing exceptional support throughout, GO Mortgage is a trusted partner for those who value a lender that understands their industry and prioritizes a seamless and exceptional customer experience. With a specialized focus on new construction loans, they cater to a client base often characterized by their hectic schedules and a high demand for efficiency.

As a client of Botsplash, the team was able to further that goal by helping GO Mortgage focus on not only capturing conversations other lenders may be overlooking but also enabled them to continue to deliver a consistent and high-quality experience throughout the process. Utilizing SMS messaging, web chat, and a few unique Botsplash features, GO Mortgage is set up with the recipe for success.

Companies with omnichannel engagement strategies experience a **91% higher year over year increase in customer satisfaction.**





BOTSPLASH IMPLEMENTATION

With a commitment to keeping the consumer experience at the forefront, Botsplash strives to create an environment where agents can consistently deliver high-quality and personalized interactions. By prioritizing user-friendly features, Botsplash enables agents to maintain a client-centric approach, enhancing the overall consumer experience through seamless and responsive communication.

BOTSPLASH COMMUNICATION FEATURES

The key to successful customer conversion lies in providing swift and personalized responses to consumer inquiries. Research has consistently shown that consumers are far more likely to convert when their questions are addressed promptly. This is where Botsplash shines, offering a suite of user-friendly features that empower agents to deliver the timely and effective responses customers crave. With capabilities like canned messages, agents can quickly access predefined responses for common queries, reducing response times and ensuring consistency. Scheduled text messages enable agents to engage with customers at the most convenient times, fostering a sense of connection. Moreover, the generative AI-powered 'blurb' feature makes it easy for agents to jump back into older conversations by providing an easy-to-read recap of the entire conversation history, ensuring that the focus remains on the customer and their needs.

2-WAY SPANISH TRANSLATION

Spanish-speaking borrowers constitute a significant and growing segment of consumers in the mortgage industry. Their influence is undeniable, as they form a substantial part of the market, underscoring the importance of providing them with a seamless and inclusive experience. Incorporating Botsplash's two-way Spanish translation feature within mortgage services is invaluable, ensuring that consumers can engage comfortably in their preferred language, irrespective of the availability of a bilingual agent. This feature facilitates clear communication and enhances trust and confidence in the mortgage process, leading to better-informed decisions and, ultimately, a more positive and accessible experience for Spanish-speaking borrowers.

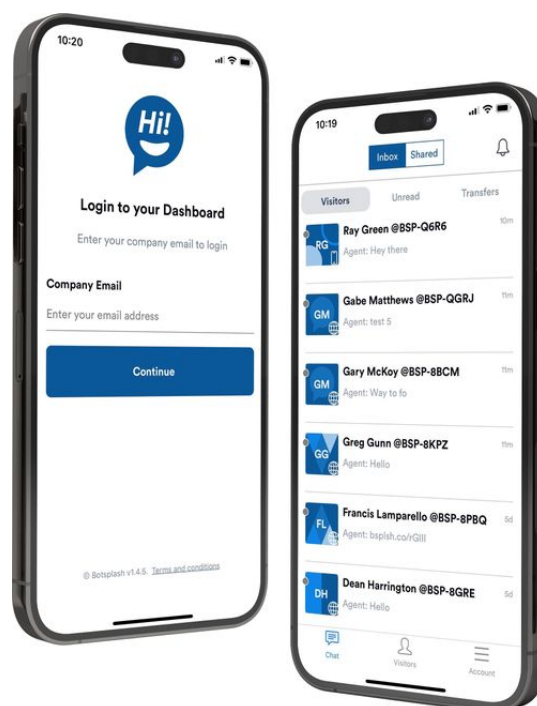


AFTER-HOURS CHAT

Many consumers lead increasingly busy lives, often juggling work, family, and personal commitments throughout the day. As a result, they often find themselves with limited time to interact with businesses during standard operating hours. This has led to a growing trend where consumers are more likely to reach out to a business after regular business hours when they finally have downtime. Recognizing this shift in consumer behavior, businesses must provide accessible and convenient means of capturing these leads. To maximize on this, Botsplash introduced specialized after-hours pages that cater to GO Mortgage customers seeking assistance outside of regular business hours. These pages are designed to seamlessly direct after-hours inquiries to the most relevant channels for support. Customers can conveniently schedule a call or engage in a real-time chat with an agent, ensuring that their needs are met even when the clock extends beyond the traditional workday.

BOTSPLASH MOBILE APP

In the fast-paced world of lending, loan officers need to be agile and responsive to their clients' needs, wherever they may be. The Botsplash mobile app offers loan officers the flexibility to meet their customers on their terms, whether it's on the go or after traditional business hours. With the same easy-to-use platform format in the palm of their hands, loan officers can maintain a sharp focus on the client experience, ensuring that clients receive the personalized attention they deserve. This seamless accessibility not only enhances the efficiency of the loan application process but also fosters a stronger, more customer-centric relationship between loan officers and their clients, ultimately driving satisfaction and trust in the lending experience.





SECRET SHOPPER FEEDBACK & RESULTS

Mortgage partners understand the critical role that client experience plays in the lending process, and to ensure the highest standards are maintained, they occasionally conduct secret shops on lenders. These evaluations involve discreetly assessing various facets of the lending process, from initial client interactions to the final stages of loan approval. Secret shops typically focus on key elements such as communication effectiveness, responsiveness, and overall customer service. By adopting an incognito approach, mortgage partners aim to gain an unbiased perspective on the client journey, identifying any potential gaps or areas for improvement. These secret shops are indispensable tools in providing lenders with important visibility into their operations, enabling them to address any shortcomings and enhance the overall client experience.



GO Mortgage's texting functionality was specifically mentioned in a Credit Karma secret shop conducted in August. The secret shopper explicitly requested communication via text, and the feedback received highlighted, "LO interaction and personalization of communications via our requested method (text) during conversations to obtain a quote were best-in-class." This positive feedback underscores the effectiveness of GO Mortgage in tailoring its communication methods to align with customer needs, showcasing a dedication to personalized service and a commitment to excellence in the mortgage industry.



GO MORTGAGE AGENT TESTIMONIALS

To GO Mortgage, Botsplash is not a vendor; they are a partner. From CEO Aru Anavekar on down, the entire team is fanatical about continuous and direct user feedback. This relentless focus on the voice of the customer, combined with an effective product development process, yields crisp timelines from idea to feature release. In changing markets, many vendors languish under a bloated development pipeline and are unable to distinguish priority features to get them to market quickly; by the time they implement a solution, the market has corrected, and the solution has lost its value. Not Botsplash. Their execution is tight and relentless. Botsplash lifts the conversion of leads to funded loans, but even more than that, we can directly point to specific loans in the pipeline that would not be there without them.

Jessica Manna
Chief Marketing Officer, GO Mortgage

As an admin, the system is quite simple to use and if any support is needed the client success team is always available to step in and help. Unlike some other technology partners, the speed and responsiveness on requests is best in class. I love the ability of the admin to see in real-time the text conversations of our sales group, as well as if they have been read or responded to. It's also much more compliant having a conversation history in the Botsplash platform rather than LO's using personal cell phones.

Botsplash is a key partner in the omni-channel communications approach that today's customers are demanding. They are an innovative company that has proven to increase our lead contact rates, conversion, and ultimately funded loans.

David Hay
VP Direct Lending, GO Mortgage



WHAT AGENTS ARE CONVEYING TO MANAGEMENT

In the halls of GO Mortgage, Botsplash has become more than a platform; it's the catalyst transforming the way agents engage with customers. It's the secret sauce that's making conversations smoother and testimonials louder. Below you will find a few of many praises agents are giving to Botsplash.

- ✓ Agents find themselves using Botsplash as the primary method of communication, not by choice but due to consumer demand.
- ✓ Customers appreciate the flexibility offered, allowing them to communicate through their preferred channels, be it phone, email, or text.
- ✓ Agents have discovered that Botsplash's automated texting cadence for non-contacted leads is aiding them in reaching a larger number of customers.
- ✓ Agents highly appreciate the Spanish Translation feature, as many bilingual customers feel more comfortable communicating in their native language.
- ✓ Loan Officers enjoy the mobile application because it empowers them to communicate with customers at their convenience, from any location at any time, without being tied to a desk.
- ✓ Agents appreciate the ability to update the status of a lead within Botsplash without the need to duplicate the same action in Velocify.

Agents equipped with omnichannel tools have, on average, **30% more access to relevant customer information, empowering them to provide personalized and effective service.**



IN CONCLUSION

In summary, the combination of industry-relevant communication features, after-hours accessibility, and a mobile app within the Botsplash platform has allowed GO Mortgage to provide a superior consumer experience. By meeting the unique demands of the mortgage industry and enhancing accessibility and convenience, GO Mortgage has successfully set a benchmark for what a top-tier mortgage service should be. As technology continues to advance, platforms like Botsplash are poised to play an increasingly crucial role in revolutionizing customer experiences in various industries.

LEARN 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.

SCHEDULE A DEMO

REFER A FRIEND →

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

