



The Botsplash Effect: Transforming Customer Engagement



**THE FEDERAL
SAVINGS BANK**

www.botsplash.com

TABLE OF CONTENTS



Introduction	03
Botsplash Implementation	04
Post Botsplash Implementation	06
Customer Testimonials	07
Conclusion	08
Learn More About Botsplash	09



INTRODUCTION

The Federal Savings Bank operates in the mortgage industry, a sector known for complex customer interactions and high-stakes transactions. Before integrating Botsplash into its operations, the bank grappled with challenges typical in mortgage servicing, including long response times, difficulty managing multiple inquiries simultaneously, and the need for personalized yet efficient communication with clients. These hurdles can not only strain customer relationships but also impact the bank's ability to streamline processes and deliver timely services.

Botsplash's introduction marked a significant shift, offering key features such as automated responses tailored to mortgage inquiries, intelligent routing for faster resolution, and seamless integration with the bank's existing CRM.

PRIMARY GOALS INCLUDED

- Reducing response times to customer inquiries
- Increasing efficiency in handling customer interactions
- Enhancing the personalization of customer communications

ABOUT THE FEDERAL SAVINGS BANK

Established in the early 2000s and headquartered in Chicago, The Federal Savings Bank is a veteran-owned, federally chartered bank specializing in residential mortgages. It operates numerous loan production offices across the United States, offering a comprehensive range of mortgage options tailored to diverse financial needs. Committed to leveraging technology to enhance customer service, the bank has embraced digital solutions like Botsplash to optimize engagement and improve operational efficiency.

Industry research shows that **response times *longer* than 5 minutes *decrease* the likelihood of qualifying a lead by over 400%**

(Source: Zillow, 2022)





BOTSPLASH IMPLEMENTATION

Integrating Botsplash into The Federal Savings Bank's communication channels was a strategic move to enhance customer engagement and operational efficiency.

BOTSPLASH SMS SOLUTIONS

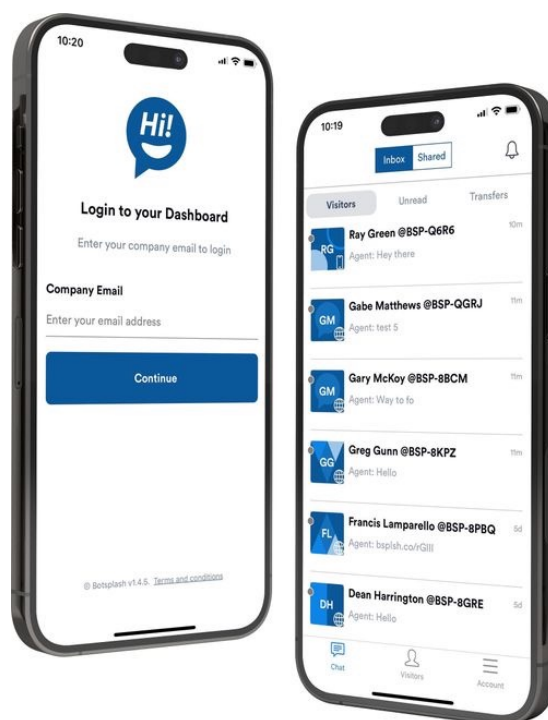
The bank employed Botsplash's SMS Campaigns to target specific groups of leads who needed additional touchpoints for effective re-engagement. Automated follow-up features enabled consistent check-ins without agent overload. Agents concentrated on engaged consumers, while Botsplash handled the texting cadence, maintaining active and relevant communication in the background. This targeted strategy ensured personalized and timely communications tailored to customer needs.

ADVANCED REPORTING DASHBOARD

Botsplash's robust reporting features made tracking the effectiveness of these campaigns seamless. The bank could monitor campaign performance, analyze customer responses, and fine-tune messaging strategies to ensure maximum impact while staying compliant with carrier guidelines.

BOTSPLASH MOBILE APP

Additionally, The Federal Savings Bank adopted Botsplash's mobile app, empowering their agents to respond to leads from anywhere at any time. This flexibility greatly improved response times enhancing overall customer satisfaction and experience with the bank's services.



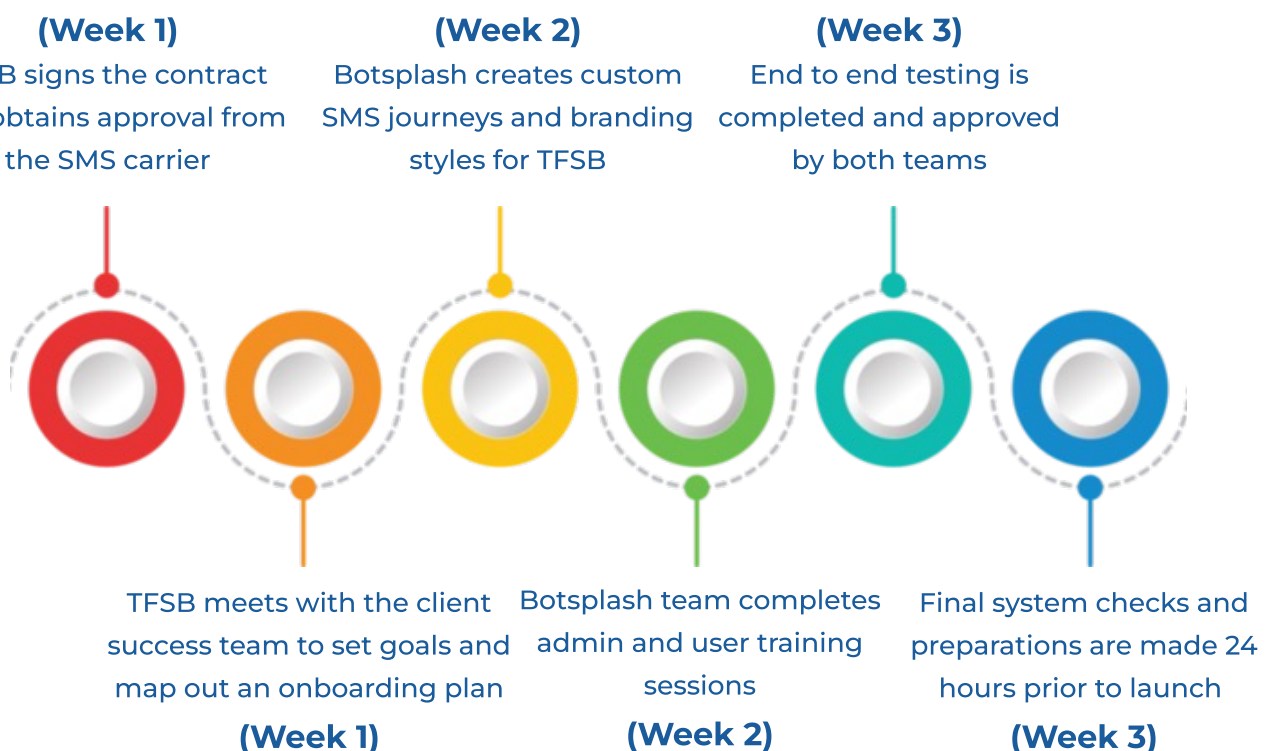


ONBOARDING & TRAINING

To prepare for launch, the team underwent a comprehensive three-week training program from onboarding to launch, facilitated by Botsplash's efficient Client Success team. This ensured they could go live as soon as possible while also allowing ample time for an in-depth analysis of the bank's specific needs and custom roadmapping to ensure goals were met. This personalized approach was crucial in aligning Botsplash's features with their objectives and maximizing its impact on customer engagement and operational efficiency.

For agents, Botsplash provided training and ongoing education events, along with access to a vast self-help tutorial library. These resources empowered users to maximize Botsplash's ability to help them work smarter, not harder, in engaging with customers and managing communication workflows.

For administrators, hands-on training was conducted to ensure they were prepared to utilize Botsplash's management tools and reporting capabilities to their fullest potential. This enabled them to monitor campaigns, analyze data, and make informed decisions to optimize customer engagement strategies with ease.





POST BOTSPLASH IMPLEMENTATION

One of the standout achievements post-Botsplash implementation was the significant improvement in response and delivery rates. These, coupled with low spam and opt-out rates, indicated a higher level of customer engagement and satisfaction.

The bank successfully implemented an outreach strategy targeting a previously untapped pool of leads, leveraging Botsplash's capabilities to tailor communications and provide personalized experiences. This strategic approach resulted in a notable increase in agent efficiency, as they could focus on high-value interactions with engaged leads, leading to improved conversion rates and customer retention.

Data showcasing the benefits gained from using Botsplash at The Federal Savings Bank demonstrates significant improvements across key metrics:

- ✓ **Spam rates decreased to just 2% post-Botsplash implementation**, indicating a notable reduction in irrelevant or unwanted communications, leading to a cleaner and more effective engagement environment.
- ✓ **Response rates saw a substantial increase, reaching 14% on aged leads after integrating Botsplash.** This improvement reflects a higher level of engagement and interaction with customers, resulting in more meaningful conversations and better outcomes.
- ✓ **Botsplash's efficient automation and streamlined processes reduced the average time to accept inquiries to just 20 seconds.** This quick response time enhanced customer satisfaction and contributed to a seamless communication experience.
- ✓ **Botsplash's reliable delivery mechanism ensured that 90% of messages were successfully delivered to customers**, minimizing the risk of communication breakdowns and enhancing overall communication reliability.
- ✓ **Achieving a 100% agent adoption rate signifies the successful integration of Botsplash into the bank's operations.** Agents embraced the platform's capabilities, leveraging its features to enhance customer interactions, improve efficiency, and drive positive outcomes.

These metrics collectively demonstrate the tangible benefits and success achieved by The Federal Savings Bank through the strategic utilization of Botsplash.



TESTIMONIALS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Trey Goble

Senior Vice President

Botsplash has been amazing to work with. They are professional, organized, adaptable, and responsive. Since implementing Botsplash we have been able to assist more homeowners, and our mortgage bankers love the Botsplash platform. We are looking forward to a long-term successful relationship and being able to help more homeowners.

Jim Mazzaro

Senior Vice President



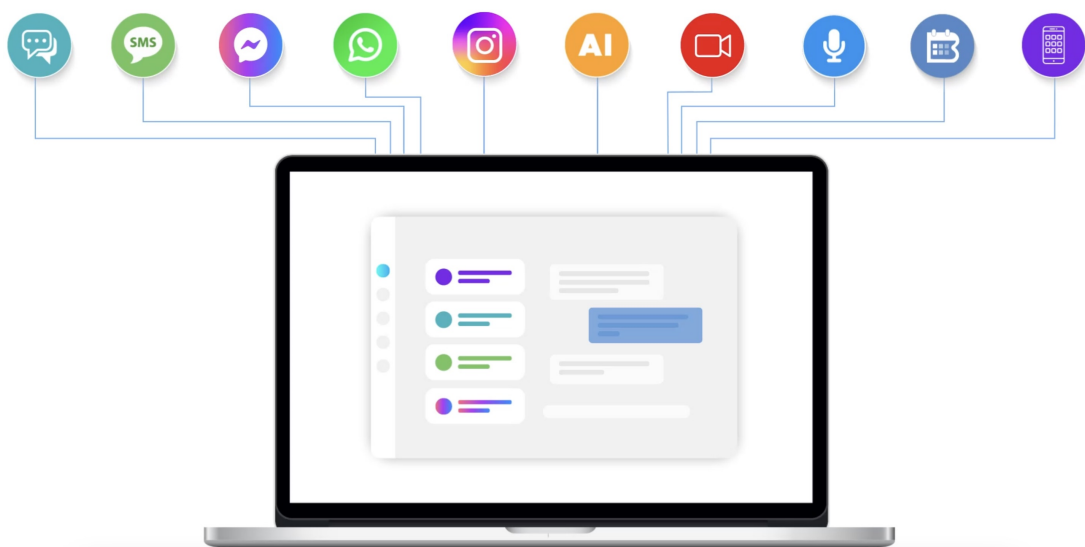
IN CONCLUSION

In summary, The Federal Savings Bank's journey from before to after using Botsplash represents a significant transformation in customer engagement and operational efficiency. The bank faced challenges in effectively engaging with consumers, especially older leads. However, post-implementation, they experienced substantial improvements across key metrics such as reduced spam, increased response rates, faster inquiry acceptance times, reliable message delivery, and 100% agent adoption.

MOVING FORWARD

Looking ahead, The Federal Savings Bank plans to further optimize its customer engagement strategies. This includes expanding communication channels to potentially include web chat and the Bookme scheduler integration, providing customers with additional avenues to interact with the bank seamlessly. Moreover, the bank hopes to add more users to leverage Botsplash's capabilities across a broader team, enhancing scalability and ensuring consistent and personalized customer experiences.

By expanding communication channels and adding more users, The Federal Savings Bank aims to strengthen customer relationships, improve operational efficiency, and drive continuous growth and success in the competitive mortgage industry. This strategic approach underscores the bank's commitment to leveraging innovative solutions like Botsplash to deliver exceptional customer experiences and achieve long-term business success.





MORE ABOUT BOTSPASH

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.

SOLUTIONS

CUSTOMER ENGAGEMENT

APPOINTMENT SCHEDULING

LEAD MANAGEMENT

CONVERSATIONAL AI

PRODUCTS

OMNICHANNEL

BOOKME

CRM LITE

INTEGRATIONS

SCHEDULE A DEMO

REFER A FRIEND →

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

