

American Mortgage Services Company Improves Bottom Line with Intelligent Lead Distribution from Leads360

Challenge

- American Mortgage Services Company (AMSCO) has been in the mortgage origination business for 35 years with a five state footprint covering Ohio, Kentucky, Indiana, Tennessee and Arkansas.
- Prior to 2005, all their leads came from referrals, which rely on the relationships loan officers have built through partners, friends and associates.
- In 2005, AMSCO expanded their business by taking on Internet leads, sometimes receiving 40-50 new leads per day. With this high volume of new leads, it became clear to AMSCO that a lead management system was needed to help their loan officers more efficiently organize and prioritize leads.
- An additional challenge for AMSCO was to comply with the highly-regulated mortgage environment, which dictates that loan officers are permitted to work with consumers only in states where they are licensed. Since AMSCO operates in five states, they had to be especially careful that their loan officers were only receiving leads in the states in which they were licensed – a difficult task due to the high volume of Internet leads received from a variety of sources.

Solution

- AMSCO reviewed a number of vendors in 2005 and selected Leads360 because their product had the highest degree of functionality and the most robust features.
- With Leads360's software in place, AMSCO has been able to filter leads based on specific parameters, such as location, to ensure loan officers are receiving leads from the state in which they are licensed.
- AMSCO is able to run reports and analytics to determine which loan officers have been most efficient with their time and are the strongest performers – then adjust the assignment of leads automatically.
- Leads360's software also gives AMSCO access to a number of ad hoc reporting features and allows for the customization of e-mails automatically sent to clients based on predefined parameters.

“The customer service that Leads360 offers is excellent. Any time I need assistance in the development of a custom reporting feature, the Leads360 staff is there to guide me through the process every step of the way.”



Dave Mack, Business Manager, AMSCO

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Results

- Lead Distribution – AMSCO has gained a huge competitive advantage as a locally-based lender by taking advantage of Leads360's ability to filter leads based on location, and then funneling them to loan officers who work in that area.
- Lead Nurturing – by automating the lead follow-up process, AMSCO has increased the efficiency of its loan officers, which in turn allows them to be better equipped to address the high volume of leads they receive – ultimately converting those leads into actual sales.
- Lead Prioritization – through custom business rules, AMSCO leverages Leads360's Lead Prioritization Engine to automatically ensure that leads needing attention always receive it.
- Reporting & Analytics – management can utilize Leads360's real-time analytics dashboard and custom reporting module to monitor loan officer performance and the effectiveness of all of their marketing channels.
- Ease of Use – training new loan officers is a snap. After 90 minutes of internal training, a brand new loan officer is up-to-speed and ready to begin working Internet leads.

“Leads360's management analytics enable me to analyze the performance of my loan officers and adjust my lead distribution based on these results.”

Dave Mack, Business Manager, AMSCO

About Dave Mack



American Mortgage Service Company Business Manager Dave Mack is a firm believer that increased lead conversion is driven by two predominant factors: personal effort and organization at the LO level, combined with robust lead management software from Leads360.

LEADS360

Leads360 enables schools and businesses to distribute, track, analyze, and convert inquiries using a customizable workflow. Professional services, including training and process consulting, are also offered to deliver a highly effective solution for converting students. Schools and businesses look to Leads360 for solutions that allow them to minimize cost per enrollment, maximize their investment in leads and inquiries generated online and from traditional sources, and, ultimately, increase conversion rates for greater revenue.

For more information, visit: <http://www.leads360.com>.