

LENDING

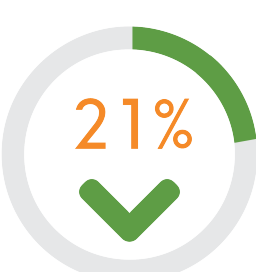
Loans are the growth engine of the credit union, but not if you're limping along with legacy technologies. You need a CRM platform that will both facilitate your growth and optimize the lead process.



“ There's not one broad stroke that immediately simplifies the lending process. It's a lot of little pieces, but mostly centered around gathering data from the various sources that have to enter into the underwriting decision for a loan — like bank accounts, employment information, and property evaluation... It happens just one link at a time. ”

- Tom Millon, Computershare Loan Services (CLS), Featured on CRMNEXT's Banking on Experience podcast, episode 75

In 2011, banks and credit unions **held 50%** of the mortgage market share (Finastra)



By 2020, banks and credit unions' share of the mortgage market had **dropped to 21%** (Finastra)

So What's The Problem?

A mere 17% of FIs listed member data as their primary method of increasing market share (CSI)



And when it comes to collecting and utilizing member data to increase their market share, FIs graded themselves a measly 2.8/5 (CSI)

49% of members cited experiencing **medium to high difficulty** when applying for a loan (Capgemini - World Retail Banking Report 2021)



2X



Personal loan applicants are twice as likely to abandon their process than other applicant types. To avoid this, FIs need to **improve their data gathering efforts and utilize technology to streamline and accelerate** the system (Raddon Research)

Only 51.4% of credit unions cited their ability to offer loan applications online (Callahan's Annual Credit Union Directory — Volume 36)



62% of homebuyers would prefer to handle their next mortgage entirely online (Finastra)

Up to 40% of members would accept a higher mortgage rate if it meant a better lending experience (FileInvite — How Can Mortgage Lenders Compete with Digital-First Solutions?)



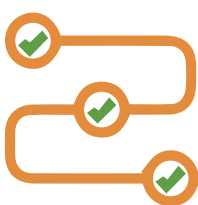
Here's How CRMNEXT Can Help

Clean, orchestrated member data is *actionable* member data.

With CRMNEXT, we unite your member data all in one hub to make the lending process more seamless and streamlined:



Not a single new loan lead goes un-examined with auto-assignments and escalations **according to your specifications**



With all member data in one place, **no pertinent info is lost between frontline workers and loan officers**, helping to ensure a smoother process for borrowers



Upselling is baked-in to the platform: We show you what products members are pre-qualified for and might be interested in right within the Member 360 view

What's more, all of this available to you in just a few clicks (and no screen-hopping) from the minute you log in. Talk about simple.

Our Promise To You

SIMPLIFY WORK

With CRMNEXT, you **never have to go digging for data**, you never have to re-key, and you never have to wonder if a loan lead is being worked. It's all a click away.

DRIVE GROWTH

Did you know **70% of leads at credit unions fall through the cracks**? Ensure that doesn't happen to your team with trackable loan statuses and real-time reports and dashboards, **helping you deliver more wins**.

DELIVER ON EXPERIENCE

With the loan process **more streamlined**, your members and your employees are able to zip through the steps with ease — leading to a **better experience for all**.

