

Contact us today to generate quality, qualified mortgage leads.

## Overview

Influent provides outsourced contact center solutions that maximize the value and reduce the cost of each interaction. Our focus on scalable and repeatable best practices has enabled us to grow mortgage lead generation programs successfully while conforming to client quality and lead definition requirements.

## The Client's Challenge

The mortgage origination business is volume driven. A mortgage lender's pipeline of potential customers must be filled continuously in order to grow. Further, while mortgage lenders may offer a variety of differentiating services and benefits, consumers typically see a mortgage as a commodity based solely on the interest rate.

A national mortgage lender saw a declining number of new leads during a time when interest rates were changing direction. The lender required a significant increase in the number of qualified leads but their current teleservices providers were unable to deliver that necessary increase.

The client was very clear that quality could not be sacrificed for quantity. Their loan officers were very particular about the completeness of information received and the quality of the leads being transferred to them. They had previously complained about receiving unqualified leads and their buy-in to the lead generation process was critical.

## The Influent Solution

The Influent solution was to develop a core team led by an experienced Senior Account Manager. The account team gained an in-depth understanding of client requirements and expectations. Program clarity helped the team rapidly develop an ideal representative profile, offer several scripting options and define a quick test timeline.

The quick test environment allowed the team to determine which profiles and sales techniques were most effective and ensured that critical information was gathered appropriately. The two keys to program success were defined as team selection and thorough training.

Feedback gained through extensive monitoring and evaluation from Influent's Quality Assurance team allowed for process improvement which led to rapid program expansion. To ensure call quality, consistency and compliance with information capture requirements, Influent verified the accuracy of 100% of the leads transferred. The corporate quality and verifications teams performed near-real-time reviews that provided a value-added benefit to the client.

## The Outcome

The detailed program development process ensured that from day one, Influent's leads were quality leads. The program was designed, tested and implemented within a few weeks, helping the client to get back on track with their critical growth plans. With an unwavering focus on performance and quality, Influent quickly became one of the client's leading outsourcing partners as our definition of a lead matched that of the client. Success domestically later spurred the client to allocate their Hispanic market lead generation initiatives with Influent in Panama.

## Learn More

Call us today at 1.800.856.6768 or visit our website at [www.influentinc.com](http://www.influentinc.com) to learn more about how Influent can help you generate more qualified mortgage leads.

*"Excellent. Great job. That's what I hear from our loan officers about Influent."*

**Vendor Manager**  
Leading Mortgage Lender

