

Velocify LeadManager Essentials helps South State Bank close more loans and provide a better customer experience through automation

Profile

- South State Bank
- Columbia, South Carolina
- 160 loan officers
- Lends in 8 states
- \$5 billion annual loan volume (2019)

Challenge

Reduce the number of abandoned applications without adding additional burden to their loan officers.

Results

- Increased number of submitted applications
- Improved loan officer productivity
- Accelerated prospect engagement
- Increased borrower satisfaction
- Additional investment in loan officer retention

The challenge

South State Bank is one of the fastest growing financial institutions in the southern United States, lending throughout an eight-state region, with a thriving mortgage division that's 160 loan officers strong.

Like other successful lenders, South State knew that a fast response to leads is critical to capturing market share and closing loans, but they were also looking to:

- Help their loan officers better invest their time
- Enhance loan officer and borrower communication
- Create a great borrower experience

They found the best of both worlds with Velocify LeadManager Essentials™.

South State Bank moved to Encompass Consumer Connect from a third-party point-of-sale (POS) solution to take full advantage of their Encompass investment and reduce costs.

"We wanted to keep using Consumer Connect, but needed a way to close the gap," explained Chris Shugart, SVP, Director of Mortgage Business Development for South State Bank. "LeadManager Essentials provided a configurable, automated communication tool that we believed could improve our application submission rates and our borrowers' experience—without adding more work to our loan officers' already busy day."

South State Bank piloted the solution with 15 of its loan officers, and quickly recognized the added value.

The solution

"The automated follow-up Velocify offered was pivotal to us. The customers who abandon applications aren't committed to us by any stretch of the imagination," Shugart said. "Automating that contact for the loan officer is critical, because they can stay in touch with those prospects, without having to think about it. Velocify is paying attention to those top-of-the-funnel prospects, while our LOs are focusing on the loans they have."

Shugart also liked the fact that the automated follow-up was in the form of a customized text message sent from the LO, instead of a standard email.

"I think, as human beings in the 21st century, we react to texts much faster than we react to email. It also sends the message upfront that we want to make things convenient for our customers," he said.

Additionally, Velocify LeadManager Essentials makes responding to prospective customers easier for loan officers. For example, if a prospect responds to an automated message, that contact information goes directly to the LO's email, so they can follow up quickly and efficiently.

"Our loan officers can communicate back via email, and that communication reverts to text. So, it's very easy for our LOs to have that interaction without having to stop what they're doing," Shugart said. "They're always on their phones and always accessible by email." This back-and-forth text communication is logged in the system for compliance, which is another benefit.

“It’s ultimately going to give our LOs more time and help them close more loans—and they don’t even have to think about it. That’s the trifecta.”

Chris Shugart
SVP, Director of Mortgage Business
Development South State Bank

Part of South State Bank’s initial success with the software was a direct result of quick, seamless implementation.

“Quite frankly, our Velocify specialist was one of the best implementation folks we’ve ever worked with. He continuously steered us in the right direction,” Shugart said. “The other advantage is the fact that we work with the same partner for our loan origination system, point-of-sale solution, and automated communication tool. How one piece of technology integrates with the other one is as important as its features. You can’t look at each technology in a vacuum, or silo its implementation, if you want a cohesive solution.”

The results

Since piloting Velocify LeadManager Essentials, South State Bank has seen impressive results.

A significant increase in loan application submissions

Fast, automated contact has motivated more prospective borrowers to finish and submit their loan applications.

“Although we’re only on month three of the pilot, we’ve already seen an increase in application submissions,” Shugart said.

“Velocify LeadManager Essentials has more than paid for itself.”

Based on the average close rate of submitted applications, Shugart anticipates a 4 percent increase in closed loans, as a direct result of implementing the software. Using the current industry profit-per-closed-loan average of \$4,500, South State’s ROI is estimated to be 10 times its original investment.

Even using the 2019 profit per closed loan average of \$1,440, the estimated ROI is 4 times South State’s investment in Velocify LeadManager Essentials.

Dramatic improvements in loan officer productivity

Shugart is always looking for ways to help loan officers improve efficiency and produce more volume, without having to learn and use new software every day.

“The fact that LeadManager Essentials is automated is icing on the cake,” Shugart said. “It’s ultimately going to give our LOs more time and help them close more loans—and they don’t even have to think about it. That’s the trifecta.”

As a result, South State LOs can add to their pipelines without adding time to their day.

“We’ve heard from loan officers who said they forgot about the notifications going out, until a prospect reached out to them with some questions or follow-up, because they had received the text,” Shugart said. “They probably wouldn’t have heard from that customer without that automatic follow-up happening.”

An effective investment in loan officer retention

Not only does LeadManager Essentials enable South State’s loan officers to be more successful, but it also helps ensure that their top performers will stay with the bank.

“It’s a good retention tool, a good way to build an innovative culture, and to let our LOs know that our organization cares about them,” Shugart said. “We’re investing in the tools that accelerate their success.”