



Velocify LeadManager™ Enterprise

Velocify® by ICE Mortgage Technology™ provides intelligent sales automation solutions designed for the unique needs of today's high-velocity sales environments.

Products and Services

In the mortgage industry, sales leaders are often challenged by a lack of scalable processes and actionable performance insights. At ICE Mortgage Technology, it's our mission to dramatically accelerate sales excellence for our customers. Proven to increase conversion rates by more than 400 percent, Velocify LeadManager Enterprise helps you respond faster to highpriority leads, sell smarter, and close more deals.

Accelerate sales performance

- Maximize proven sales strategies
- Eliminate prospecting guesswork
- Increase engagement and closing rates
- Improve sales productivity and team culture
- Ensure leads don't fall through the cracks

In today's consumer-driven, on-demand environment, are your teams turning every opportunity into a loan? Sales managers often struggle to monitor the selling practices of their sales teams and to enforce a uniform, rapid lead follow-up process using traditional CRM solutions.

LeadManager Enterprise empowers you to deploy best-in-class selling and lead management strategies across your sales team. With your entire team quickly responding to leads and following a similar proven process to convert opportunities, you'll see immediate improvement in effectiveness and productivity, driving more revenue for your business. LeadManager Enterprise helps you:

Capture

Integrates data from website lead forms, marketing automation systems, and over 1,400 lead source providers.

Distribute

Drives an unparalleled ensemble of push, pull, and hybrid intelligent lead distribution options.

Automate

Delivers industry-specific and custom workflows, predefined sales actions, and communication templates.

De-dupe

Provides alerts when existing prospects enter the system and automates the consolidation of duplicate lead records.

Prioritize

Ensures the highest value opportunities are always worked first, removing the guesswork for sales.

Nurture

Distributes automated email and SMS text messaging at appropriate stages within the sales cycle.

Score

Calculates numeric lead scores based on lead attributes and uses scores to drive priority lead distribution.

Engage

Enables communication with prospects using the right tool. Choose from phone, email, individual text, or bulk text.

Analyze

Provides valuable sales funnel insights with real-time intuitive dashboard, reporting, and metrics monitoring.

Benefits

- Speed the sales process, while boosting conversion rates and revenue
- Deliver rapid lead response via phone, email or text
- Improve sales rep selling discipline, performance and productivity
- Gain insights into the sales pipeline and lead source performance via realtime analysis

Connect with an expert at 1-888-955-9100 or sales-mortgagetech@ice.com.

Engage prospects with text messages

- 58% of prospects respond to texts within 10 minutes according to an ICE Mortgage Technology report.
- Increase engagement with prospects by integrating texts into your communication strategy.
- Send relevant, timely, and targeted texts alongside your emails and phone calls.
- Track all your prospect communications as the lead moves through the funnel.
- Only LeadManager Enterprise allows you to reach the right person, at the right time, and in the right way.

Data driven results

Velocify ReportHub empowers sales leaders and system admins with the real-time intelligence and the visual breakdown they need to make quicker, more informed decisions. Gain visual insight into campaign and lead source performance, as well as insights into the sales pipeline, with real-time analysis capabilities.

Powerful cloud-based sales dialer

Velocify Dial-IQ™ is an enterprise-grade dialing solution that extends LeadManager Enterprise's capabilities.

Dial-IQ brings speed and efficiency to your sales team and your selling efforts, ensuring sales teams make more calls and focus on the right prospects at the right time. With industry-leading uptime and advanced coaching features, Dial-IQ ensures you never miss an opportunity to make a meaningful connection.

Dial-IQ includes the following features:

- **Lead routing:** Multiple lead distribution options, including shotgun connect to optimize initial response and speed-to-contact.
- **Outbound:** Click-to-dial, call scripting, automated scheduling, pre-recorded message drop, and local-ID dialing.
- **Inbound:** Inbound call flow handling, automated campaign tracking, toll-free and local call provisioning, and missed call data follow-up.

- **Call insights:** Variety of call metric reports, real-time dashboard, call recordings, and campaign performance tracking.
- **Live coaching:** With real-time Monitoring, Barge, and Whisper check performance, coach reps, and gain valuable insight into customer needs.

World-class consultation and support

Velocify offers a host of unparalleled professional services designed to quickly put your team on a path to success.

This team of consultation experts and customer support representatives are known for having a “whatever it takes” attitude to ensure clients are 100% satisfied.

- Live support
- Onboarding and ongoing training
- Strategic consulting services

The powerful combination of Velocify's unmatched solutions, platform, and professional services empowers sales teams with a measurably better, prescribed, and predictable sales process that dramatically improves sales productivity and effectiveness to maximize revenue. Velocify solutions are cloud-based and can be accessed through any standard web browser, ensuring your sales team is always connected and your other systems are seamlessly integrated.

“With Velocify, our Loan Officers are making same-day contact with their prospects 90% of the time.”

Mitchell Jones
Virginia Credit Union



Reach us at: 1-888-955-9100 or schedule a demo at icemortgagetechnology.com/contact-sales