



# Customer Profile: Nationwide Home Loans

*TeleVantage Helps a Growing Mortgage Company Improve Productivity and Efficiency While Increasing Profits*

Nationwide Home Loans is a respected mortgage broker located in Whittier, California. As a rapidly expanding busi-

## Problem

ness serving a diverse population, Nationwide found that their existing telephone system could not handle the

- Nationwide Home Loans' outdated phone system couldn't keep pace with incoming call volume, resulting in both lost business and poor customer service.
- The staff needed additional telephone features that would improve office efficiency while still maintaining personalized service to customers.
- The lack of foreign language menu options meant that a sizable percentage of business from a diverse clientele was being lost.

## Solution

- Nationwide chose TeleVantage, a software-based phone system, to efficiently handle the increasing call volume while improving customer service.
- Built-in features such as call forwarding and screening enabled staff to interact with more customers each month, increasing personalized service and overall customer satisfaction.
- Customizable menu options allowed Nationwide to excel in doing business with the area's high concentration of Spanish-speaking customers.

## Result

- Increased staff productivity, improved customer service and the ability to efficiently serve the area's Spanish-speaking community have generated additional revenue of over \$140,000 annually.
- With call volume handled more efficiently, the receptionist is able to assist with other tasks, eliminating the need to hire additional office staff and yielding a cost savings of \$10,000 annually.
- Since TeleVantage is easy to administer and maintain, Nationwide realized savings of valuable time plus almost \$1000 by not having to depend on a service vendor.

company's increasing call volume. Lacking even basic features such as voice mail, the system hampered the receptionist's ability to keep pace with callers; and trying to manage information without the aid of voice messaging or call forwarding services meant lengthy call durations and message writing. This reduced the sales staff's ability to quickly respond to customer inquiries.

The mortgage business is highly competitive, thus you only get one chance to make a favorable

first impression. Existing customers were less than satisfied with the amount of attention

they received, as the receptionist had to constantly juggle calls. In addition, with a high

concentration of Spanish-speaking people in the area, potential business was being lost

because the existing phone system was not able to offer Nationwide's menu of services

in an alternate language. In order to continue providing the first-class customer service

that its customers had come to expect, while also continuing to expand the business

into new markets, Nationwide needed a phone system with significantly more features

and functionality.

### TeleVantage – the Right Solution at the Right Price

Victor Sanchez, president of Nationwide Home Loans, chose Vertical's TeleVantage, a user-friendly and easily expandable software-based phone system that provided his company with the additional features his firm needed at a cost-effective price. "It is very economical for the features it offers. To get the same features that TeleVantage provides from my old system would have cost at least \$4,000 more," says Sanchez.



## Handling More Calls Translates to More Business

The advanced features of TeleVantage immediately allowed Nationwide's loan officers to handle significantly more calls daily, increasing office productivity and the number of deals closed.

TeleVantage assures Nationwide's loan officers that they will never miss an important call, or waste time playing "telephone tag". With the system's Follow-Me call forwarding, the sales staff can redirect calls to their cell phones when out of the office. They can even be notified by pager when a new voice mail is left. Similarly, call screening means that high-priority or time-critical calls will always receive prompt attention. The ability to stay connected delivered impressive results. Since installing TeleVantage, each loan officer averages an additional closed mortgage application per month, earning the company as much as \$12,000 in increased revenues monthly.

The system's Auto Attendant has also reduced the time that was previously spent answering the phone by almost half. This has allowed Nationwide's receptionist to handle additional duties such as supporting loan officers and assisting with mortgage processing, eliminating the need to hire more support staff. Sanchez estimates that this has saved his company at least \$10,000 in annual salary expenses. He is extremely pleased that in less than a year "the TeleVantage system has paid for itself."

## Self-service saves time and money

Additional cost savings have resulted from the ease and simplicity of modifying the system in-house. With TeleVantage, expanding the system and adding or changing extensions can now be easily handled by the system administrator. This saves Nationwide almost \$900 in additional savings yearly by eliminating the need for an outside service vendor. "The cost savings were immediate and the value and features are endless," remarks Sanchez.

## TeleVantage Enhances Customer Service

Nationwide has always believed in the importance of quality customer service, but their previous telephone system was restricting their capabilities.

With TeleVantage, the company has seen a significant improvement in the service they can deliver, exemplifying their commitment to customers.

Features such as customizable voice mail greetings enable the sales staff to deliver the personal touch needed in this competitive environment.

TeleVantage can also be combined with ACT!™ or other contact management systems so that when a call is received, TeleVantage opens the matching record – saving time, as well as enabling the sales staff to easily share information.

All businesses grow by attracting new customers and TeleVantage has enabled Nationwide to expand their customer base. Located in Southern California, Nationwide uses the system's fully customizable menus to provide instructions, information and mortgage counseling in two languages – English and Spanish. By meeting the language needs of more potential customers, Nationwide has begun to cultivate a broader market, while providing an additional tier of customer service across its entire customer base.

Sanchez has additional confirmation that TeleVantage is making a difference at Nationwide. Since installing the new phone system, the number of referrals from existing customers and real estate professionals has significantly grown, indicating that a higher level of customer service is being delivered. Sanchez believes that TeleVantage has helped Nationwide turn prospects into customers for life.

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*Victor Sanchez  
President*

*Nationwide Home Loans*



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