

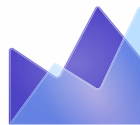
# Drive efficiency and revenue with LoanPro's Automated Communications Suite

LoanPro is the market-leading modern lending and credit platform enabling financial organizations to innovate quicker, driving increased account volume while optimizing operational efficiency. A key component of the offering is our Communication Suite, a multilayered approach to keeping your borrowers informed, engaged, and paying.

We're confident that our Communications Suite can elevate the way you build and maintain relationships with borrowers through three primary value points:



Increased operational efficiency through smart automation driving effortless, personalized communication



Increased collections through custom triggers that initiate the right communications at the right times to keep borrowers engaged and payments top of mind



Reduced risk with configurable templates that provide speed to market and lower human error in an ever-changing compliance landscape



**We are all about convenience and automation, and LoanPro's flexible platform has made this possible.**

- Online Auto Lender

# Drive customer engagement with multiple communication channels

LoanPro has paired multi-channel communication tools with our Automation Engine, creating a powerhouse solution for personalized, automated borrower interactions. Now, you don't have to keep track of what to say and when to say it. Stand out from the rest and boost message visibility through SMS text and customized standard mail pieces.

Leverage realtime account data to dictate when messages should be sent and what content they should include. Without lifting a finger, you can send ongoing messages to customers reminding them of upcoming due dates, explaining payment options, and providing account-specific details like their payment history, payoff, and even calculated values showing how accounts will look after a payment is made.

**3x** Reduction in manual work

**40%** More time to work on other tasks

## Drive customer collections through SMS text

SMS text messages are a powerful way to make sure your messages are read, decrease response time, lower customer defaults, and provide a better customer experience. The read rate for SMS is 98%, and the average response time for a text message is three minutes.

LoanPro lenders have been able to increase collections by 12% by including SMS as a regular part of communications with customers. Not just to remind customers to pay, but to ensure customers understand available hardship programs or promotional offers they qualify for. This helps customers make payments and keeps loans performing.

## Getting started with SMS is easy

Quick, straightforward signup, directly with LoanPro.

Simple message creation to ensure speed to market.

TCPA compliance to reduce risk.

Two-way texting to give borrowers a personalized experience, building retention and loyalty.

# Showcase your brand with customized mailers

LoanPro lets you create low-cost, automated custom mailers that will represent your brand well. The open rate for mailers is over 40%, making it almost twice as likely to be seen as email. Whether sending required disclosures to lower compliance risk or promotional offers to keep your customers coming back, LoanPro has you covered.

Sometimes, physical mail is a requirement, but mailers also enhance your message. Always put your brand's best foot forward when using mailers to grow revenue or ensure compliance by creating Dynamic Templates for:

- 🕒 Hardship Programs
- 🕒 Promotional Programs
- 🕒 Repeat Lending Opportunities
- 🕒 SCRA
- 🕒 TILA
- 🕒 CARD Act
- 🕒 GLBA
- 🕒 CCPA and similar privacy laws
- 🕒 FCRA
- 🕒 TCPA
- 🕒 EFTA
- 🕒 and more

A popular B2B lender offers four differentiated products through LoanPro with different communications for each. Before LoanPro, they were using the same communication template for all products, which they had to manually update before sending. This led to poor formatting and errors in the communication that eroded customer confidence. LoanPro helped them design a solution that enables multiple versions of the same communications that automatically send to the correct audience, significantly reducing their error rate.

## Go to market quickly with pre-configured message templates

With LoanPro's Automation Engine and Dynamic Templates, you can personalize and automate any client communication through a configurable, no-code solution. We've built out these communications for hundreds of clients before, and LoanPro comes out of the box with pre-built notifications that are based on safe harbor templates and business best practices.

**Welcome letters** – Once an account is approved, LoanPro automatically sends out a welcome packet (through physical mail, email, and/or text message) that includes a copy of their contract, instructions for accessing the customer portal, the company's contact info, and any other pertinent information.

**Past due notices** – LoanPro automates the sending of regular past due notices with dynamic account information (e.g., the amount and number of days past due, the next payment date, etc.).

**New credit opportunities** – Lenders can set up business logic to identify accounts that qualify for different credit products and automatically send them an offer. This provides increased efficiency with up-sell and cross-sell initiatives, increasing the rate of success for those campaigns.

**Same-day payment reminders** – If a payment hasn't been received on its due date, LoanPro can automatically send out a reminder.

**Grace period warnings** – Lenders can send out dynamic warnings on each day of a borrower's grace period, reminding them to make their payment before they get a late fee.

**Payment receipts** – Once a payment is received, LoanPro can send a receipt with payment details.

**And more**

## Level up your customer relationships today



Best Egg, a personal lender that leverages LoanPro's Communication Suite recently ranked 2nd in the JD Power consumer lending satisfaction study. They also won Consumer Affairs Buyer's Choice awards in three categories. Find out what LoanPro's Automated Communications Suite can do for you. Get started with SMS and Mail House today to take your customer relationships to the next level while driving the growth of your portfolio and increasing your operational efficiency.



It's rare to find a company with an amazing product and team who also cares deeply about pushing the boundaries of innovation together with their customers. That company is **LoanPro.**

– John Cain, Loot