

# J.D. Power Award best borrower experience

## Key outcomes

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**#2** on [J.D. Power's Borrower Experience Award](#) in 2023;  
top 10 two years in a row

**93,600**  
decreased support calls solely  
from due date changes

**3%**  
turnover for  
front-line agents

Decreased default rates by  
launching two new hardship  
programs in  
**60 days**  
after the pandemic started

Increased automation with  
**78%** of due date  
changes  
being made automatically  
via their customer portal

Reduced time to resolution  
on certain adjustments by  
**over two  
days**

# Company overview

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Best Egg is the leading financial confidence platform that provides flexible solutions to help people with limited savings confidently navigate their everyday financial lives. Best Egg supports customers through a growing suite of products, including personal loans, credit cards, flexible rent, and financial health tools. Best Egg has achieved a top-10 spot in the J.D. Power Award for overall customer satisfaction among consumer lenders for two years in a row, notably securing the [#2 placement in 2023](#). Best Egg partners with LoanPro to deliver their award-winning customer experience.

# Key features

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The image displays three feature cards arranged horizontally, each with a title, a brief description, and a representative UI screenshot. The cards are connected by a blue horizontal bar.

- Agent Walkthroughs**  
A simplified guide for servicing agents that contains instructions on how to service loans that lowers the potential for human error and increases speed to resolution.  
Screenshot: A UI element titled "Quick action agent" with a "Confirm execution" button.
- API-first architecture**  
Ability to easily integrate other software and perform automated actions by calling the Loan Management System or Secure Payments API.  
Screenshot: A "Loan Manager" interface with a dropdown menu for "All Loans" and a map of the United States.
- Automation engine**  
Used to automate loan actions based on specified criteria.  
Screenshot: A "New Automation" configuration screen with a numbered list of steps.

# Best Egg’s rise to success and borrower experience

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In 2022, Best Egg was ranked 18th in overall customer satisfaction among consumer lenders by J.D. Power. Throughout 2023, Best Egg focused on their customer experience, culminating with a J.D. Power Award for the 2nd overall Consumer Lender in 2023. Leveraging their dedication to providing customers with flexible solutions and LoanPro’s configurable modern lending platform, Best Egg reimagined what was possible and found ways to create an innovative borrower experience.

There were many factors that contributed to Best Egg’s J.D. Power Award win. After in-depth conversations with their leadership team, we’ve been able to identify how they achieved it.

## How Best Egg won a J.D. Power Award

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When choosing a new loan management system, Best Egg had specific requirements. “Initially, we looked at many platforms. We were a bit apprehensive coming in because we were moving from a servicing environment where we lacked the level of control we desired over operations, customer communication, and customer engagement,” said COO, Alex Rhodes. Additionally, Best Egg needed to find a platform that could grow with them rather than hold them back. “We looked for a company with a culture that is aligned with where Best Egg is and where we want to go,” said Rhodes. “As we learned more about LoanPro, we found that in our partnership.”

Focusing on customer experience, Best Egg and LoanPro were able to give agents the tools they needed to drive greater operational efficiency. Donna Hendricks, Operations Platform Owner at Best Egg, shared her experience before and after LoanPro. “I sat out on the floor with the agents, and I could hear their conversations with customers before and after we implemented LoanPro. There was a big difference in the speed in which they were able to help customers. With the product that the agents were using before, they had to toggle in a lot of different places to efficiently service loans, but LoanPro brought that all into one place.”

After implementing LoanPro, Best Egg saw productivity gains and witnessed improved agent morale. “Our agents expressed that it was easier to be able to have a conversation with our customers because everything was at their fingertips,” expressed Donna. On top of easily accessing information, agents are provided with walkthroughs that guide them through servicing tasks quickly, accurately, and in line with all regulations. These guided walkthroughs have allowed Best Egg’s agents to be personable and

friendly in their interactions with customers, which impressed the J.D. Power team.

Another key factor in Best Egg’s J.D. Power score increase was their ability to be flexible with their customers and quickly respond to changing market conditions. Almost immediately after the COVID-19 pandemic hit, Best Egg was able to launch a skip-payment option, the ability to make interest-only payments for nine months, and the ability for customers to choose their own payment amount for three months.

Additionally, Best Egg’s shift to a digital experience was highlighted in their J.D. Power Award results. Using LoanPro’s APIs, Best Egg significantly improved their customer portal and allowed customers to make changes to their loans online that previously required an agent. Due date changes were one of the most frequent requests, with over 10,000 calls coming in each month and each one requiring manual intervention. After creating a widget in their customer portal using LoanPro’s API, 78% of those changes are completed online by customers, freeing up essential agent time and increasing productivity.

The final factor that contributed to Best Egg's success is increased automation. By configuring LoanPro to meet their needs, Best Egg was able to automate many processes that previously took days to complete. For example, their rescission process used to be a meticulous, manual process that required an experienced agent. Using agent walkthroughs and rules applied in LoanPro, these processes were automated. Jamie Carty, Senior Director of Operations, highlighted other processes that have been successfully automated via LoanPro including: charge-offs, payment programs, SCRA, small balance write-off, payoff process, refunds, credit balance refunds, bankruptcy, deceased, and more.

## Building the future of borrower experience

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Best Egg and LoanPro are focused on driving a best-in-class borrower experience built on a modern lending platform. By leveraging LoanPro's advanced technology and their own unwavering commitment to customer satisfaction, Best Egg has set a new standard in the industry. Their journey to the top wasn't just about adopting a new platform but about fundamentally rethinking how they interact with and serve their borrowers. The success story of Best Egg serves as an inspiring example for other lenders looking to elevate their borrower experience. With a forward-thinking approach and the right technology partner, the possibilities for innovation and excellence in customer service are endless.



It's good to have a strong partner that focuses on technology and building an infrastructure platform. We could build a loan management system, but it's not what we do every day. We're not in the business of having a system of record or a loan management platform. We get more leverage out of having a partnership than building something internally.

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Alex Rhodes, **Best Egg**