

CASE STUDY

Centralized Operations, Reduced Unit & Operational costs, Increased Customer Satisfaction

Type of Organization

Mid-Sized Mortgage Banker with National Presence

Location

Pennsylvania, USA



The Challenge



Struggling to set up retail operations in the wholesale market



Keen to centralize operations for the new retail division



Undefined process flows with ambiguity in documentation



No back-up for trained resources and inability to handle volume spike



High salary cost of new hires



HelioNext Solution



Set up the criteria for retail loan intake and centralized processing unit



Created process maps for all processes with detailed flow charts and desktop procedures



Configured and customized new loan origination software



Pipeline management to reduce close time



Created a process flow for seamless offshore loan processing to save costs



Results



Successfully rolled out a retail division with centralized processing unit



Leveraged 24x7 processing capabilities and improved turnaround times



Enhanced performance, quality and productivity for their client



Pursued aggressive growth targets through improved capacity management



Set up a new division that leveraged transaction-based billing to reduce costs