# Easier SMS-driven Due Diligence & Document Submission For Loan Applications

## Complement the document submission routine to see a jump in effectiveness

Ostensibly, across most flavors of loan applications and financing, a document generation & storage solution may take care of form filling and redlining, even from end-to-end, but there's still a lot to be desired when it comes to communication.

Documentation follow-up tend to involve long-drawn, unavoidable pursuits like chasing down authorized personnel and departments to attest documents, repeated explanation of specific documentation requirements and minutiae, persistent reminders to meet upcoming evaluation dates

This isn't to say anything of the countless personal communications that don't even get through. For a longer loan application, this only multiplies, far outnumbering successful communication attempts. Account managers end up wasting precious hours as time goes by. And even then, one missing document can jeopardize an entire application, washing over all the plans a valuable prospect makes around it and making you lose valuable time and business.

Personalized automation in SMS 360 addresses a lot of those problems head-on.

## Use Automated & Personalized messages to boil applications down to a step-wise sequence

***Count on being read*** with High Response-Rates & Higher Open-Rates

Email inboxes are crowded territory and, voicemails are too long to play out individually until the end, and you never know what call is about unless you pick it up.

None of these is a solid bet to push documentation any faster.

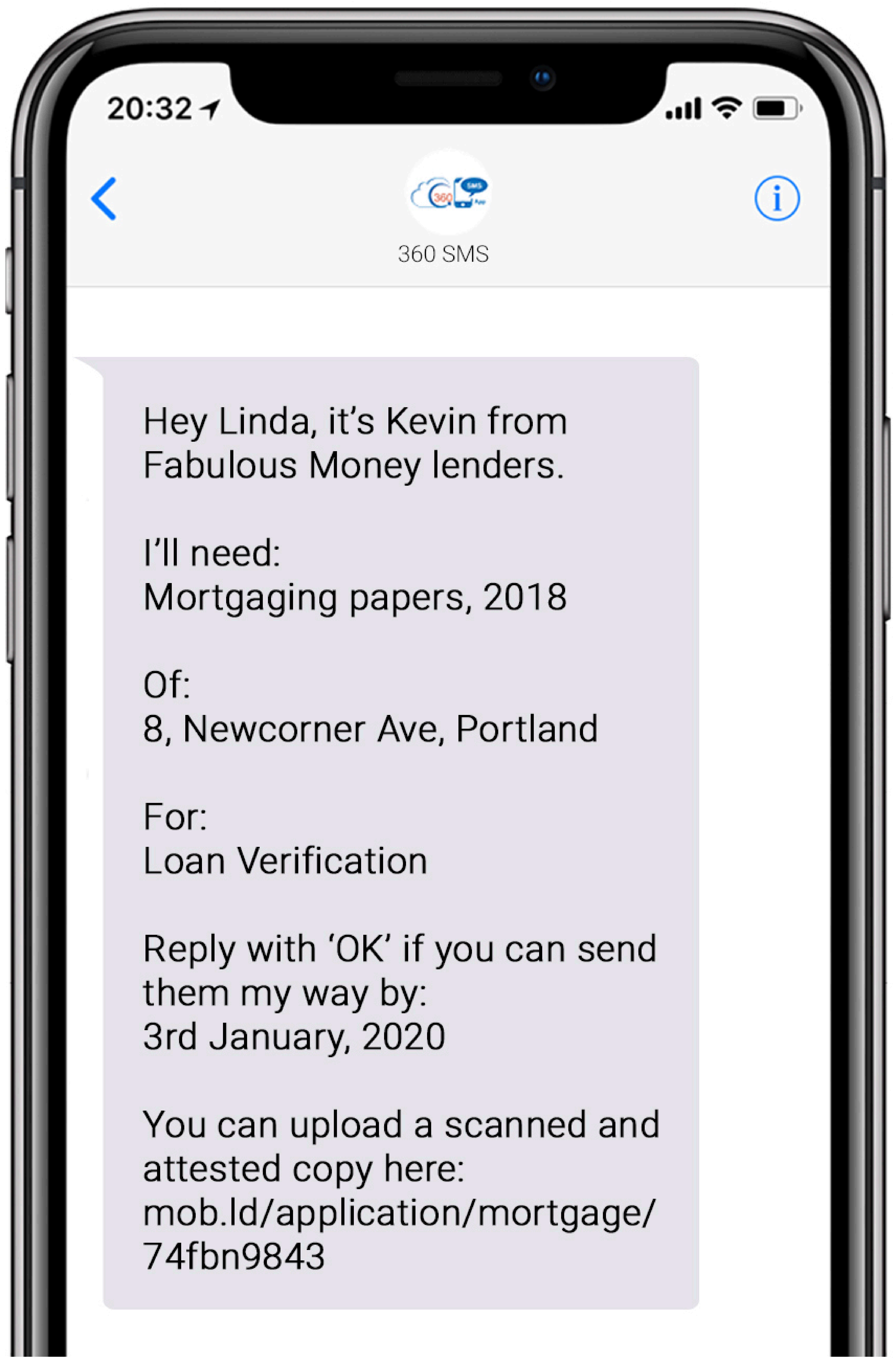
Compared to this, text messages that you can pretty much open from a notification bar in full view of its contents, have a stellar 98% open-rate of being read nearly immediately, with responses more than 5 times as much as a personal call to an applicant.

Besides, roughly half the people receiving and pretty much opening a text message with a prompt to respond with a specific keyword respond within the first few minutes if they think it applies to them.

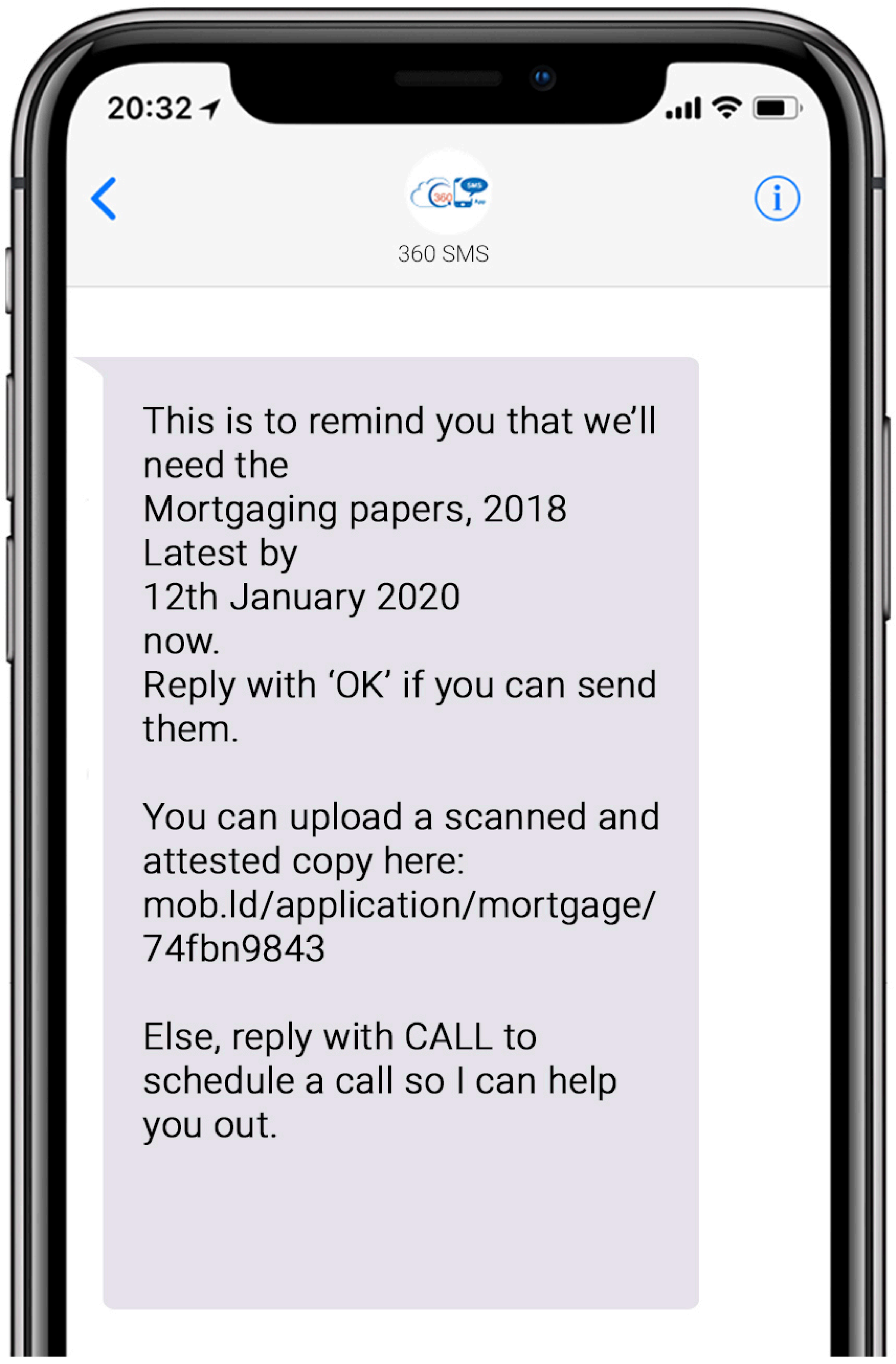
## *Truly 'Set-It & Forget-It' No-Code Automation*
## To Keep Your Hands Free

Without advanced messaging, account managers are left alone to find out who's fallen behind, understand and recall lapses in requirements, as well as type out alerts and reminders on a case-by-case basis. This would set back a finance firm by days each time and cost an account manager's hours in money.

Here you can use the closely integrated 360 SMS App over a Salesforce backend to pull document requirements from applicant records. Users can schedule individual timings and intervals to send reminders for these separately to go out ahead of time and past submission dates too. Reminders can be configured to stop automatically once documents are received by updating status fields on application records in Salesforce.




If the client replies with CALL, Fabulous Money lenders can reply with call appointment times to choose from.



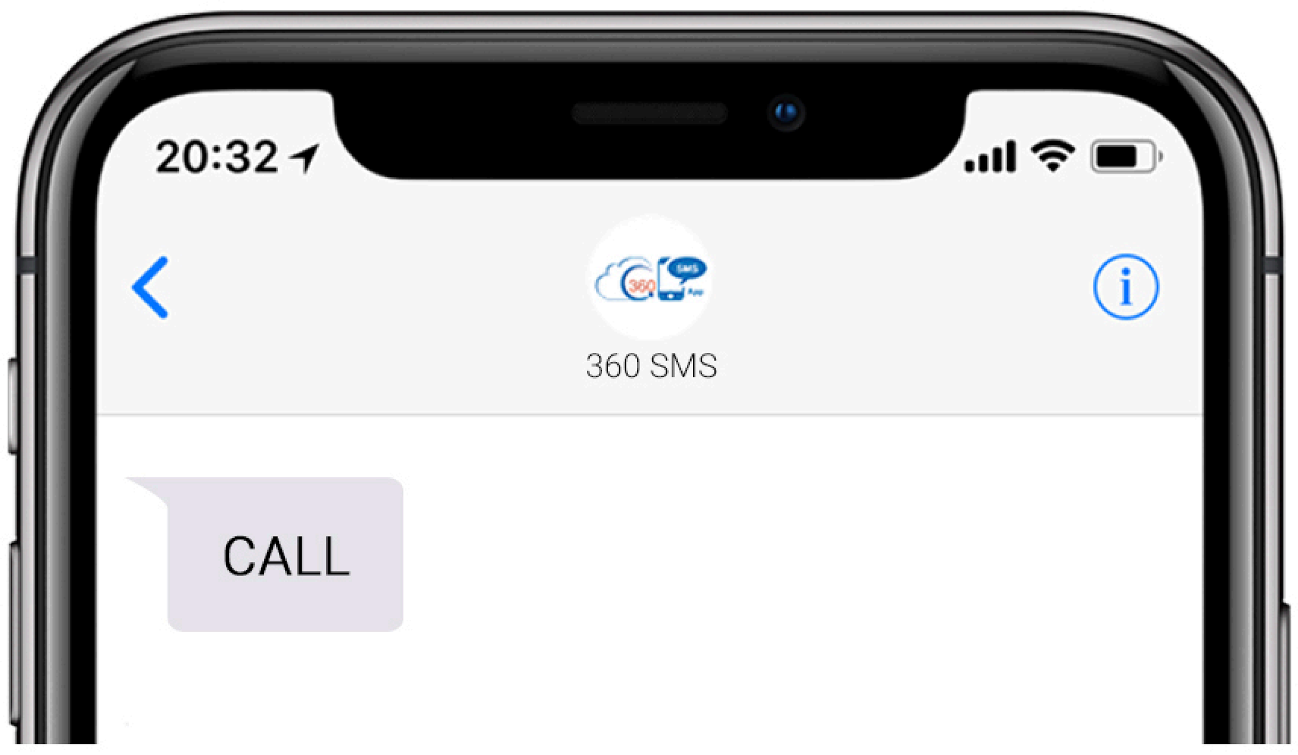

After resolving the issue over a call with Linda, MoboLend agrees on waiting for her to send the papers with the next reminder


Linda uploads the scanned documents and receives an acknowledgment.

Throw some rope over that automation stonewall with
***Preset keywords to get human help***

Given how involved and confusing documentation requirements often get, don't forget to end your messages and reminders with prompts to reply with pre-set keywords that trigger notifications for account managers or administrators.

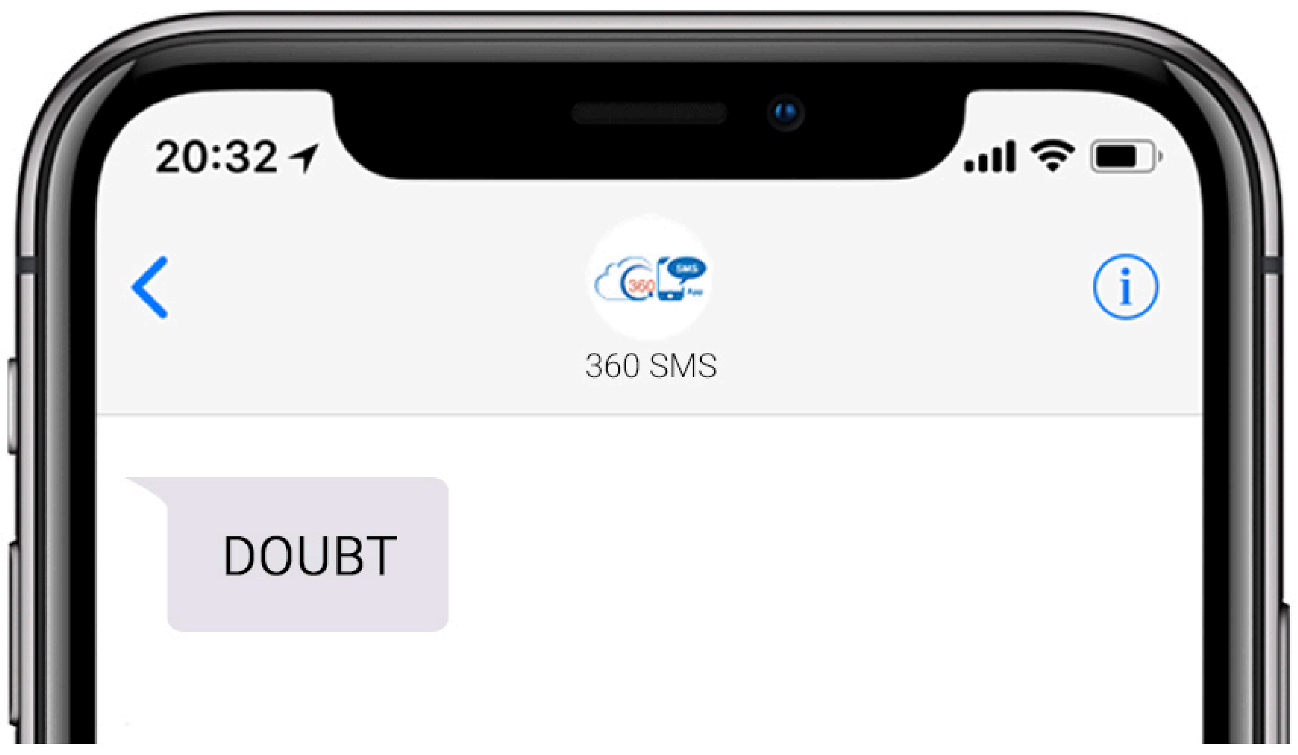
The prompt, when responded to, can immediately trigger replies with an acknowledgment.




Please upload a scanned and attested copy here: mob.ld/application/mortgage/74fbn9843

Else, reply with CALL to schedule a call so I can help you out.

If there's anything about the application you have trouble understanding, reply back with DOUBT, and I'll be with you in a day's time to discuss that over a call.




## Your applicants are more than an application in a stack somewhere - **Let them feel that.**

360 SMS automation can let your clients in on timescales and give them the visibility they need into loan approval procedures. Make good on accelerated loan approval promises and get things moving with texting prompts that help applicants stay on-track for approval.

And with more time in an account manager's hands, you could turn things up a notch and help them honor repayment goals too.