

CarletonDocs Solution Helps a Northeastern Credit Union and Midwest Bank Both Achieve Business Plan Success

Automating Document Delivery – Uncovering What Matters Most to Lenders

Challenge

Several Carleton, Inc. clients were recently surveyed to collect feedback, data, and their assessments for a **case study regarding the impact of automated document production by lenders for consumers**.

Specifically, sample lenders were queried about how lending document production impacts their operations, processes, efficiencies, and overall customer service.

Data was collected to assess overall lending success, strategic importance of document delivery technology, and marketplace results from utilizing CarletonDocs™ were also collected.

- TILA/RESPA Documents
- Comply to Regulations
- Compliance Guarantee

This study represents supporting data within a summary view of all the surveyed lenders.

Solution

In the case of a \$300 Million Northeast Credit Union, their market identity (after serving their community for more than 80 years) was defined through their “obsession with 5-star service”.

TILA/RESPA disclosure regulation changes issued in recent years for real estate secured loans motivated this lender to aggressively seek a new technology partner who could deliver a solution both quickly and successfully.

The Chief Lending Officer at this financial services organization indicated their successful transformation from a legacy credit union to a more broad-based lending and services organization included much more than a name change. The strong culture within this lender to serve their customers (members), along with embracing technology to provide optimum service led them to consider and ultimately choose CarletonDocs as their document delivery platform.

They stated “We no longer saw any way to sustain our business using static documents/forms. We did a great deal of research as to alternatives to address our needs...and that led us to Carleton. What we learned early on is that Carleton **understands** lending – something that is **generally uncommon** in the tech industry today.”

Previously, this lender used static documents and various labor-intensive manual tasks to create complete and accurate loan packages. The successful transition to their current “very satisfied” state included the implementation of CarletonDocs along with a 3rd party fully-compatible eSign technology. This marriage of fully-automated document delivery has led to “an average reduction of 20 minutes in producing a loan package” over their previous performance. Similar results were reported by another surveyed lender.

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Significant service time improvement has supported this lender’s “obsession” with optimized customer service.

In yet another case, a Senior Lending Specialist at a Midwest \$700 Million Community Bank provided useful insights into the impact on their organization’s strategy for growth as well as ability to achieve success. This lender was looking to aggressively grow into a \$1 Billion+ Bank by leveraging technology to improve staff efficiency while sustaining service levels at a competitive pace.

The “assembly” and creating of document packages “the old way” had been **tedious and time-consuming**. In addition, being able to sustain production and quality packages with anticipated larger volumes of loans in the future appeared to be a daunting task prior to migrating to using CarletonDocs.

Furthermore, the experience of implementing and continuously using CarletonDocs impacted their success goals of achieving **a positive overall customer borrowing experience**.

They stated “From our perspective, Carleton has done a great job of **sticking with us** during both the implementation process and support ever since. From what we hear from our staff in the field, document delivery turnaround time is fast and closing packages are commonly produced in under 5 minutes”. Previously, service times were exponentially higher.

Key Findings

- 1) **Regulatory pressures, especially complex requirements** (such as those mandated in the TILA/RESPA regulations) have motivated lenders to aggressively seek technology solutions for loan documentation production and delivery.
- 2) While technology solves some of the important needs for addressing lender document preparation and distribution to consumers, **thorough lending industry best practices and compliance knowledge by tech providers** is critical to a successful deployment.
- 3) The delicate **balance of process improvement and positive customer experience** must be met to achieve a successful delivery of automated document production.
- 4) Despite decades of results from a wide range of FinTech automation, **the most critical measurement of today's document preparation and delivery is based upon customer satisfaction and quality service.**
- 5) Strategically selecting an established technology partner who **understands** lending, is **poised to implement proven technology**, and **committed to not only install but also fully provide production support** for lenders thereafter is the only viable formula for sustained success.
- 6) **CarletonDocs was cited as successfully addressing challenges while meeting expectations** for loan document preparation/production within lender Loan Origination frameworks.