



# Customer Intelligence FAQ

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## Frequently Asked Questions: Overview

### Note

If you have a question that is not addressed in this document, please reach out to your Customer Success Manager.

Users can drive growth and retain more customers by surfacing borrower intent with consumer insights and signals in the Total Expert platform.

- Know when consumers act.
- Get a 360-degree view of contacts.
- Automate nurturing and outreach.

## General

### *What is Customer Intelligence?*

Customer Intelligence is an add-on module for the Total Expert platform that drives growth and retention for lenders by surfacing borrower intent with consumer insights and signals.



## ***What alerts are available in Customer Intelligence?***

Currently, Customer Intelligence includes the following options:

- **Mortgage credit inquiry alert** – Know when a lender pulls credit for a mortgage on someone in your database.
- **Rate alert** – Identify when a borrower can benefit from a current rate.
- **Equity alert** – See when a borrower reaches a target CLTV.
- **Listing insights** – Discover when a borrower’s home is put on the market.
- **Credit Improvement** – Know when a potential borrower improves their credit score above a target threshold.
- **Life Events** – Understand milestones in customers’ lives to customize messaging.

## ***Will there be more alerts included in Customer Intelligence?***

The Customer Intelligence module will include additional alerts in the future.

## ***What is an alert? What is an insight?***

At this time, an alert is the same as an insight in the Total Expert platform. An insight is a buying signal from a consumer, or a data point about a consumer that has major significance around where they are in their financial journey.

## ***What vendors are you using? We’re hoping we have approved and/or are already using the vendors.***

For Customer Intelligence, Total Expert works with the following partners:

- **Mortgage credit inquiry alert** – Either Equifax or Experian (both require a direct contractual relationship with the customer before alerts can be triggered)
- **Equity alert** – Black Knight AVM data (embedded in the Total Expert platform and does not require an established relationship with the customer)
- **Rate Alert** – Optimal Blue’s Mortgage Market Indices (does not require the customer to have an established relationship with Optimal Blue)
- **Listing insights** – Constellation (embedded in the Total Expert platform and does not require an established relationship with the customer)
- **Credit Improvement** – Either Equifax or Experian (both require a direct contractual relationship with the customer before alerts can be triggered)
- **Life Events** – Various public data, especially the National Consumer Database (NCDB).

# **Product Functionality**

## **Contact Monitoring & Alerts**

### ***Do customers have to use all of the alerts?***

While some of the alerts are packaged and sold together, customers can choose which ones they would like to use.

**How do customers decide which contacts to monitor versus which not to?**

To monitor a contact, the contact’s full name and address must be stored in the Total Expert platform. There are other required loan fields for alerts such as Equity Alert and Rate Alert—see the respective sections below for more details.

From there, there are several options to configure which contacts to monitor for any given type of alert:

1. All monitorable contacts
2. All monitorable contacts with a funded loan
3. Contacts that match configurable criteria (for example, some field equals some value)

These options provide fine-grain control over the scope of contacts being monitored.

**How will customers establish monitoring criteria?**

In the Total Expert platform, customers have access to settings where they can define the criteria they would like to use for monitoring. In addition, for the mortgage credit inquiry and credit improvement alerts, customers need to set up criteria with a credit bureau to further indicate whom they would like to monitor.

**How are lists scrubbed for people marked do not contact (DNC)? Is there a flag in Total Expert?**

This field, along with any other field on a contact, can be used to specify which contacts should be monitored and which should not.

**How do you deal with duplicate contacts? For example, the customer resides in a servicing file and is a contact for multiple loan officers.**

Every contact has a unique contact ID, so from a matching perspective Total Expert can always match the alert to the contact(s) the alert pertains to.

To prevent multiple loan officers from reaching out to the same consumer after an alert is triggered, Total Expert recommends removing duplicate contacts.

**How often are monitored contacts checked for events?**

The list of contacts that is determined by your configuration is enrolled in monitoring on a set schedule according to the alert type. Once enrolled, a list of contacts with alerts for any identified events is delivered back to Total Expert on a schedule that also depends on the alert type.

Alert Type	Enrollment Occurs	Alerts Are Delivered
Mortgage Credit Inquiry	Equifax – 1 <sup>st</sup> of each month, 6am UTC Experian – Daily at 3am UTC	Equifax – Daily (time depends on file delivery) Experian – Daily at 6am, noon, 6pm, and midnight UTC
Equity	Weekly, Mondays at 10am UTC	Weekly, Mondays after enrollment is complete (around 10:30am UTC)
Rate	Weekly, Mondays at 9:30am UTC	Daily, 10am UTC
Listing	Rolling (as TE receives MLS listings)	Rolling
Credit Improvement	Weekly, Mondays at 6am UTC	Daily at 11am UTC
Life Events	Weekly, Wednesdays at 6am UTC	Weekly, Thursdays at 5am UTC (see note below)

**Note**

While Total Expert checks with Altair weekly, Altair’s data refreshes only once per month for most life events (new mover and new homeowner refresh every other week). The exact dates when Altair’s data refreshes varies (it is typically near the beginning of the month, but not necessarily the 1<sup>st</sup>).

**How are alerts delivered to the system? What happens if a record receives multiple alerts?**

When an opportunity is identified, an alert banner is posted to the contact record and remains there until it expires or a newer alert is generated for that record. Only 1 alert banner—the most recent—is shown on a record at a time, but the details of every alert are captured permanently in the record’s history.

Once an alert of a specific type is received, the same record is prevented from receiving another alert of the same type for a while to prevent sending repeated messaging on the same topic.

Alert Type	Banner Expires After	Alert Can Be Repeated After
Mortgage Credit Inquiry	7 days	30 days
Equity	60 days	Configurable in settings
Rate	7 days	Configurable in settings
Listing	7 days	Never for the same MLS #
Credit Improvement	7 days	365 days
Life Events	30 days	60 days

## Expert Content

**Is there Expert Content for Customer Intelligence?**

Yes. Journeys and associated content varies by alert type and use case.

**What channels are used in the journeys for Customer Intelligence?**

The Customer Intelligence journeys include content for email, SMS, and phone follow-up. The customer has the opportunity to personalize this content.

**How do the contacts trigger onto a journey?**

An insight created by Customer Intelligence can be used as a parameter in a journey trigger.

**What is the length of a journey?**

Each journey is independent and while some may take days to complete, other journeys may take a few weeks.

**Do customers have to use Expert Content with Customer Intelligence?**

No, you do not have to use our Expert Content for Customer Intelligence. It is an additional resource that we provide to our customers.



# Mortgage Credit Inquiry Alert

***What business rules are being used to decide whether we accept the trigger? How configurable are those rules? (For instance: minimum FICO 580, no borrowers in the property for less than 6 months, no foreclosures.)***

For the mortgage credit inquiry alert, the customer needs to provide underwriting criteria to their selected credit bureau (Equifax or Experian). The credit bureau enters the defined criteria into its system and only triggers alerts for consumers who match those specifications. Thousands of criteria are supported, so customers can be very specific with their parameters.

***Can customers suppress their own inquiries?***

If customers are already using Equifax for credit pulls, customers can leverage their Equifax member number(s) as criteria to exclude any inquiries matching the member number(s). If other credit bureaus are used for credit pulls, then those inquiries cannot be suppressed.

If Experian is used instead, we exclude the Experian member number.

***Will an insight trigger when my organization pulls credit for a customer?***

No, if the customer organization's member number was the member number that caused the inquiry trigger, the consumer is rejected.

***Are the alerts available in real time?***

The alerts are available in the Total Expert platform within 24 hours after the transaction was found on the credit bureau's credit file for the consumer.

***What is the firm offer of credit?***

The firm offer of credit is a required letter that is sent to consumers to notify them that they have been offered credit based on the lender's preapproved list. This letter can be sent via print or email. It is sent to consumers who are identified via the mortgage credit inquiry alert.

***How will the firm offer of credit mailing/email work?***

Customers have the option to use email—with a print backup in case the email is undeliverable—or printed mail to deliver the firm offer of credit.

- **Email** – If the customer selects an email option, they choose from three different templates in the Total Expert platform. Once the mortgage credit inquiry alert enters the system, the alert triggers a journey that sends the email to the consumer. Once the email is sent, a record is saved on the contact record that indicates that the email was sent and whether it was opened or clicked.
- **Print** – If the customer selects the print mailing option, they choose from several different templates that are stored with our print contractor and finalize the details with them. Once the mortgage credit inquiry alert enters the system, there is an indicator on the contact record that triggers an information send to our print partner via API to send the consumer one of the pre-approved templates. Once the letter is sent, an indicator is shown on the contact record that shows that the print mailing is complete.

***How will customers review the firm offer of credit?***

Firm offer of credit letters are available for review during the implementation process for Customer Intelligence.



### ***Is the firm offer of credit private-label branded?***

Yes, all email and print communications support dynamic content and branding.

### ***What happens if I need a custom template?***

We have several out-of-the-box templates for both email and print. Customers can configure and build email templates in the Total Expert platform.

If a customer needs a custom print template, they need to establish a professional services request with Total Expert's print vendor to design and implement a template.

### ***Where do the pieces that the consumer receives reside? We would like to be able to archive and audit them. Would we receive a monthly file? Will it come through Total Expert or would it be sent to us via FTP?***

- All email communications are tracked in the TE platform (for example, which consumers received which emails).
- Auditing print delivery involves contacting our print vendor.
  - Firm offer of credit print delivery is available in the Total Expert platform.

### ***What data is required for a contact to be considered monitorable for mortgage credit inquiry alerts?***

The following fields are required for TE to send to the credit bureau and get proper matches and alerts for a contact record:

- First Name
- Last Name
- Address 1
- Address 2 (if applicable)
- City
- State
- Zip

The address must be valid for TE to be able to match the record with a consumer credit profile in the credit bureau.

## **Equity Alert**

### ***What information will be brought in from Black Knight?***

Property valuation data.

### ***How often will the equity alert be triggered?***

Once a week, an amortization schedule runs against the identified loans and the alerts are triggered in the Total Expert platform. At this point, we update the loan's estimated balance and compare to the estimated value to understand how much equity the contact has in the home. The customer can determine what level of equity should result in an equity alert being triggered.

### ***What data is required for a contact to be considered monitorable for equity alerts?***

A contact can be enrolled in equity alert monitoring if the contact record is not archived *and* there is an associated loan record with all of the following attributes:



- The contact is the borrower on the loan. Co-borrower and other participant roles are not monitored.
- The loan is the most recently created loan in our system for which that contact is the borrower (according to the `loans.created_at` field). Older loans are not considered.
- The contact and loan records are owned by the same user.

A equity alert is triggered for a contact if the loan satisfies all of the following criteria:

- The loan is the most recently closed mortgage for the borrower where the standardized address on the loan record matches the standardized address on the contact record. (The loan is for a primary residence.)  
The loan is considered closed by:
  - Comparing the status to your organization's selection(s) in the `loans.closed_statuses` organization setting. The loan's status must match 1 of the options selected for this setting.
  - Ensuring that the closing date field is filled. The specific field checked is determined by your organization's selection in the `loans.closing_date_column` organization setting. (This field then also determines which loan closed most recently.)
- The loan's rate is greater than 0.
- The loan's rate is greater than 0 and less than or equal to 1200 months (100 years).
- The loan's amount is greater than 0.
- Total Expert successfully retrieved valuation data from Black Knight AVM, and the value is greater than 0.
- The loan satisfies the following settings configured on the Customer Intelligence page in the platform:
  - The LTV value is above the threshold set in the Minimum LTV Percentage field.
  - The loan is not in the blackout period following the closing date set in the Months After Loan Closure field.
  - The time since the last equity alert for this loan is above the value set in the Months Between Alerts field.

## Rate Alert

### ***What information will be brought in from Optimal Blue?***

The rate alert leverages data from Optimal Blue's Mortgage Market Indices to bring in rates of current products into the Total Expert platform.

### ***How often will the rate alert be triggered?***

Since rates change frequently, we compare the loans of any monitored contacts against current market rates on a daily basis. The frequency of alerts can be configured through the rate alert settings.

### ***What data is required for a contact to be considered monitorable for rate alerts?***

A contact can be enrolled in rate alert monitoring if there is an associated loan record. The contact must meet all of the following conditions:

- The contact has a full name and address
  - address line 1 (and line 2 if applicable)
  - city
  - state
  - ZIP code
  - the address must be standardized



- The contact record is not archived.
- The contact must be the primary borrower on a loan that has a standardized property address that matches the contact's standardized address.
  - Co-borrower and other participant roles are not monitored.

In addition, the loan record itself must have all of the following attributes:

- The contact is the borrower on the loan. Co-borrower and other participant roles are not monitored.
- The loan is the most recently created loan in our system for which that contact is the borrower (according to the `loans.created_at` field). Older loans are not considered.
- The contact and loan records are owned by the same user.
- The loan must be considered closed. This is determined by:
  - Comparing the status to your organization's selection(s) in the `loans.closed_statuses` organization setting. The loan's status must match 1 of the options selected for this setting.
  - Ensuring that the closing date field is filled. The specific field checked is determined by your organization's selection in the `loans.closing_date_column` organization setting.
- There is a numeric value stored in the loan's rate field (so a value of `2` is acceptable, while `two` is not).
- There is a numeric value stored in the loan's term field (so a value of `2` is acceptable, while `two` is not).
- The loan's amount field must contain a non-zero integer.
- The `account_classifications.type` field must have the value `LOAN`.
- The `account_classifications.system_name` field must have the value `mortgage`.
- For the `lien_position_normalized` value field:
  - The value must be either `empty` or `first`.
  - If the contact is associated with multiple loans, then for monitoring purposes, a loan with the value `first` takes precedence over one with the value `empty`.
  - If the contact is associated with multiple loans, and the lien position is the same for all loans, then the loan with the most recent closing date per the Loan Closed Date organization setting (`loans.closing_date_column`) is monitored.

A rate alert is triggered for a contact if the loan satisfies the following settings configured on the Customer Intelligence page in the platform:

- The loan's rate difference is above the value set in the Rate Benefit Threshold field.
- The loan is not in the blackout period following the closing date set in the Months After Loan Closure field.
- The time since the last rate alert for this loan is above the value set in the Days Between Alerts field.

#### Note

These criteria are very similar to those used for equity alerts listed above. However, the primary residence (address matching) requirement does not apply for rate alert.

## Listing Insights

### *How do listing insights work?*

Listing insights use the address on a contact record or any associated loans to match against incoming MLS listings. When the address of a contact or borrower matches the address of a recently listed home on the market, a data-driven insight is generated.





### ***How long does a listing insight persist?***

The insight is available to view on the contact details page for up to seven days after it is created.

### ***What data is required for a contact to be considered monitorable for listing insights?***

Listing alerts fire when TE sees an MLS listing turn “active” for an address that matches a contact’s address or the address of a contact’s associated closed loan. The following fields are what we need to be able to generate listing insights:

- Contact
  - Address 1
  - Address 2 (if applicable)
  - City
  - State
  - Zip
  - Address details must be valid.
- Loan
  - Address 1
  - Address 2 (if applicable)
  - City
  - State
  - Zip
  - Loan Closed Status organization setting
    - This tells TE which loan status your organization considers “closed”.
  - Loan Closed Date organization setting
    - This tells TE which date on a loan your organization uses to determine when a loan was closed.

## **Credit Improvement**

### ***How do firm offers of credit work with credit improvement?***

This works the same way as with credit inquiry monitoring. See the firm offer of credit–related questions in the Mortgage Credit Inquiry Alert section.

### ***What data is required for a contact to be considered monitorable for credit improvement alerts?***

The following fields are required for TE to send to the credit bureau and get proper matches and alerts for a contact record:

- First Name
- Last Name
- Address 1
- Address 2 (if applicable)
- City
- State
- Zip

The address must be valid for TE to be able to match the record with a consumer credit profile in the credit bureau.



### **What criteria are used to determine which contacts trigger a credit improvement alert?**

Contacts are monitored or not according to the inclusion and exclusion setup rules. A monitored contact is flagged with an alert when their credit score reaches a minimum threshold. These rules and threshold are configured for your organization via the Customer Intelligence settings page in Total Expert.

## **Life Events**

### **How are life events reported for a contact?**

While Total Expert stores contact records for individuals, life events are monitored at the household level. So an alert indicates that the life event happened to someone in the contact’s household. For example, a Turning 65 alert indicates that someone in the contact’s household turned 65, not necessarily the contact themselves.

### **What life events are monitored? Where does the data come from?**

An organization can monitor any or all of the following:

Life Event	Frequency of Updates	Source	Notes
New Baby	Monthly	National Consumer Database (see note below)	A member of the household recently became a parent. For new births, Altair currently does not have the exact birth date of the child, but they are evaluating a new source that does.
New Marriage	Monthly	National Consumer Database (see note below)	A member of the household was recently married. We do not get the date of the event (see note below).
New Divorce	Monthly	National Consumer Database (see note below)	A member of the household recently divorced. We do not get the date of the event (see note below).
New Mover	Every 2 weeks	Multi-sourced file of recent moves	A member of the household recently moved to a property they either rent or purchased.
New Homeowner	Every 2 weeks	Recent new home purchases compiled from deed records	A member of the household recently moved to a property they purchased.
Education Change	Monthly	National Consumer Database (see note below)	A member of the household graduated.



Life Event	Frequency of Updates	Source	Notes
Occupation Change	Monthly	Information is compiled from self-reported surveys, derived from state licensing agencies, or calculated through the application of predictive models.	A member of the household has a new job with a new company.
Turning 25	Monthly	National Consumer Database (see note below)	A member of the household has turned 25. Useful for auto insurance, mature driver discount, and so on.
Turning 26	Monthly	National Consumer Database (see note below)	A member of the household has turned 26 Useful for health insurance, as children are no longer eligible on their parents' policy.
Turning 59	Monthly	National Consumer Database (see note below)	A member of the household has turned 59. Useful for retirement: no-penalty withdrawal from retirement plans begins at 59.5.
Turning 62	Monthly	National Consumer Database (see note below)	A member of the household has turned 62. Useful for eligibility for reverse mortgages and for retirement—early Social Security benefits.
Turning 65	Monthly	National Consumer Database (see note below)	A member of the household has turned 65. Useful for retirement—Medicare, partial Social Security benefits.

**Note**

In the table above:

- The National Consumer Database is a multi-sourced, comprehensive file of households and individuals in the US.
- For the New Marriage and New Divorce items, which do *not* contain a date of the event, Altair provided the following note: *These triggers can be delayed, as it's a function of when we get the data reported to us. All the alerts we provide will be retroactive and the timing on when we get them depends on when the public information is published to us.*
- Age-related alerts *do* contain a date of the event.



### ***What data is required for a contact to be considered monitorable for life events?***

The following fields are required to get proper matches and alerts for a contact record:

- First Name
- Last Name
- Address 1
- Address 2 (if applicable)
- City
- State
- Zip

## **Reporting**

### ***What reports are available?***

Administrators can generate a variety of weekly and monthly standard reports, including for customer intelligence, by navigating to **Reporting & Analytics → Standard Reports**.

Total Expert is also offering Self-Service Reporting with more customization options through the analytics page. Navigate to **Reporting & Analytics → Analytics**, click the dashboard selector in the upper-left corner, and expand the **Self-Service Reporting** folder. More reports will be added to this folder as data sets are built.

## **Loan Officer Engagement**

### ***When an insight comes in, how is the loan officer notified?***

Using our intelligent automation via journeys, an insight can be configured to trigger a journey. The journey can notify a loan officer via email, and it can create a task for the loan officer to follow up with the consumer. This can happen within minutes of when the insight is generated depending on the configuration of the journey.

### ***Tasks are assigned to a loan officer in the Total Expert platform. If the loan officer doesn't log in, are they dormant?***

No, there are other ways that loan officers can be notified of pending tasks in the platform.

The loan officer can be notified when the task is assigned (unless disabled), or a journey can be used to trigger an email to the loan officer when the insight is received in the platform.

## **Implementation**

### ***What do we need to do on our end to launch the product?***

Customer Intelligence is an add-on to the Total Expert platform. Once a customer signs an order agreement, they can enable equity alerts, rate alerts, listing insights, and life events. Mortgage credit inquiry and credit improvement alerts require additional setup with a credit bureau, which the Total Expert team supports.

### ***What additional setup needs to be completed with Equifax?***

Equifax works with the customer to establish underwriting criteria to apply to the list of monitorable contacts. In addition, the customer needs to set up the distribution of a firm offer of credit.



***How long will it take to onboard Customer Intelligence?***

Typical setup takes up to 4 weeks depending on the alerts you choose to enable and the complexity of the journeys and dynamic content.