Sales Boomerang Integration

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Introduction

Sales Boomerang is an automated borrower intelligence system, which means you can track your contacts like never before. This tool monitors your contacts' activity in a variety of contexts, such as credit score updates and life events. When integrated with Total Expert (TE), Sales Boomerang positions you as a lender to deliver the right messages to the right people at the right times.

Once set up, this integration delivers specific alerts to TE, which automatically generates tasks to help you follow up with the appropriate people. TE also marks each contact record with a note in the Activity Stream when a contact is pushed to Sales Boomerang.

Note
During implementation, your organization must set up task templates for tasks to be created automatically.

Integrating with Sales Boomerang

These steps assume that your organization-level setup is complete and that you already have a Sales Boomerang account (and have set any desired target values and settings there). To integrate your TE account with your Sales Boomerang account:

1. Navigate to **settings menu → Integration settings**.
2. Locate the Sales Boomerang option and click the blue **Connect** button.
3. In the **Email** field, enter the email address used in your Sales Boomerang account.
4. Click the **Save API Key** button at the top of the page.
5. (recommended) Turn on notifications in TE.
    a. Navigate to **settings menu → Account Settings**.
    b. In the Notification Settings section, select **Yes** for each option to ensure you are receiving all possible information.

Note
If the button in step 2 is red and reads Disconnect, the integration is already completed for your account. No action is required, but TE still recommends turning on notifications.

Sales Boomerang Watches

When a loan record in TE reaches its final status, or if the Credit Improvement Watch flag or Mortgage Inquiry Watch flag is set, the relevant loan and contact data is automatically pushed to Sales Boomerang.

Note
Your organization determines what the final status that triggers the push is called, such as *Closed* or *Funded*.

Any targets you want Sales Boomerang to monitor for must be set in your Sales Boomerang account. Once set, any data pushed from TE is automatically monitored in reference to these settings.

You can use any combination of the following Sales Boomerang watches through your integration with TE. Furthermore, any given contact can be enrolled simultaneously in more than one watch type but is not required to be enrolled in any.

Credit Improvement Watch

Credit Improvement Watch monitors a contact's credit score and notifies you when it reaches a target level you specify. This can help you retain an applicant who might apply for a loan elsewhere after repairing their credit. It can also identify when an existing customer's improved credit could qualify them for a better rate by refinancing.

Listing Watch

Listing Watch monitors your contacts and notifies you when any of them lists their property for sale. This lets you know when they are likely to be ready for a new transaction.

Rate Watch

Rate Watch monitors available rates and notifies you when any one of them reaches a target level you specify for each customer. This gives you the chance to notify that customer when they could refinance at a better rate not previously available.

Equity Watch

Equity Watch monitors the loan-to-value ratio of your customers' loans and notifies you when any of them reaches a target level you specify. This can show you when a customer's level of equity could qualify them for a more favorable loan.

Mortgage Inquiry Watch

Mortgage Inquiry Watch monitors the application activity of your existing customers and notifies you when someone applies for a loan elsewhere. This helps you retain existing customers by letting you know when they are in the market for a new loan.

Total Expert Tasks

When one of the above Sales Boomerang watches generates an alert, a task is created for you in TE, which sends you a notification based on your account settings. You can review tasks by any of the following methods:

1. Click the link in the notification email. This brings you to the full list of tasks assigned to you.
2. Navigate to **Tasks → Tasks**. This also brings you to your full list of tasks.
3. On the dashboard, click the **Open Tasks** tile. This shows you a filtered version of your task list where only those not marked complete are shown.
4. Navigate to the contact details page for a contact who generated a Sales Boomerang alert. The task is listed in the Open Tasks section.

You can mark a task as complete from either the task list or the contact record.

Sales Boomerang–Initiated Insights

The following watches do not require you to set contacts on specific watch types. When contacts are pushed to Sales Boomerang for other types, Sales Boomerang automatically decides whether these additional watches are applicable.

Note
While these watches do not require flags to be set in Total Expert, they do require API keys and Total Expert permissions to be set up for your administrator user. This is usually done as part of your initial Sales Boomerang setup. If you do not have access to any Sales Boomerang watches you expect to see, check with your Total Expert Implementation or Customer Success Manager.

These watch types do not generate tasks in the Total Expert system like the types discussed above. They do, however, push *insights* to Total Expert, which can be used as criteria for building campaign audience rules, journey triggers, and focused views, all of which can help you capture important opportunities.

Early Payoff (EPO) Watch

EPO Watch notifies you when a recent borrower is considering early payoff of a loan with you, based on criteria you specify. This helps you reach out to that borrower to help them with the changes they want to make and save you from losing commissions and paying penalties.

Cash-Out Watch

Cash-Out Watch notifies you when a borrower has met criteria you have determined would qualify them for a cash-out refinance deal. This gives you a chance to reach out to help them take advantage of the equity in their home.

Debt Watch

Debt Watch notifies you when a borrower has a high balance of revolving debt plus sufficient equity in their home to pay it down, based on criteria you specify. This allows you to reach out to help them reduce their debt.

Rate-and-Term Watch

Rate-and-Term Watch notifies you when a borrower has an opportunity to save money, either on their monthly payment or over the life of their loan, based on criteria you specify. This allows you to reach out to help them take advantage of the opportunity.

FHA Mortgage Insurance (MI) Removal Watch

FHA MI Removal Watch notifies you when a borrower has reached a specified loan-to-value level that would allow them to remove mortgage insurance. This allows you to help them make this change to save money.

Sales Boomerang Journeys in Total Expert

You can use any of the watch types described to trigger create custom journeys using the Insight Created trigger. However, Total Expert provides several pre-built journeys that take advantage of this. You can use these pre-built journeys as they are provided—providing your own messaging—or fully customize them according to your needs.

Each of the following watches has a pair of pre-built journeys associated with it. One of each pair includes tasks to complete and automatic SMS and email communication associated with the specific watch that triggered the journey; the other includes only the tasks. These journeys are designed to leverage Total Expert's automation and marketing to help you take advantage of the powerful information surfaced by Sales Boomerang.

- Cash-Out Watch
- Credit (Improvement) Watch
- Debt Watch
- Equity Watch
- Listing Watch
- Market (Mortgage Inquiry) Watch
- Mortgage Insurance Removal Watch
- Rate Watch
- Rate-and-Term Watch

Each journey's name begins with the text `Sales Boomerang |`, which you can enter in the Search field on any journey list to locate them quickly.