



Customer Intelligence FAQ

Frequently Asked Questions: Overview

Note

If you have a question that is not addressed in this FAQ, 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 included in Customer Intelligence?

Currently, Customer Intelligence includes our Core 4 alerts:

- **Mortgage credit inquiry alert** – Know when a lender pulls credit for a mortgage on someone in your database (via Equifax only).
- **Rate alert** – Identify when a borrower can benefit from a current rate.
- **Equity alert** – See when a borrower reaches a target CLTV.
- **Listing insights** – Deliver an alert when a borrower's home is put on the market.

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 insights are supported?

Total Expert currently supports the Core 4 alerts out of the box, but customers can send their own external insights into our platform via our API.

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** – Equifax (requires 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)

Product Functionality

Contact Monitoring & Alerts

Do customers have to use all of the Core 4 alerts?

While the Core 4 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.

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 alert, customers need to set up underwriting criteria with Equifax 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, it is advised to remove duplicate contacts.



Expert Content

Is there Expert Content for Customer Intelligence?

Expert Content will be available for Customer Intelligence. Currently, we are planning to have 1 pre-built journey and associated content for each alert.

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 did 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 Equifax. Equifax enters the defined criteria into its system and only triggers alerts for consumers who match those specifications. Equifax supports thousands of criteria, 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.

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 Equifax 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 three 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 6 out-of-the-box templates: 3 for email and 3 for 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 preferred vendor, LOB.

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 Equifax 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 Equifax.



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?

Equity alert requires a contact record with an associated closed loan. The logic for equity alerts uses the most recent closed loan (as defined in TE by the closed loan organization setting) with an address that matches the address on the contact record for the primary borrower. The following fields are required for proper calculation:

- Contact
 - Address 1
 - Address 2 (if applicable)
 - City
 - State
 - Zip
 - Address details must be valid.
- Loan
 - Amount
 - Closed Date
 - Term
 - Rate
 - 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.

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?

Rate alert requires a contact record with an associated closed loan. The logic for rate alerts uses the most recent closed loan (as defined in TE by the closed loan organization setting) with an address that matches the address on the contact record for the primary borrower. The following fields are required to be able to generate accurate alerts:

- Contact
 - Address 1
 - Address 2 (if applicable)
 - City
 - State
 - Zip
 - Address details must be valid.
- Loan
 - Term
 - Rate
 - 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.

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
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Reporting

What reports are available?

Customers can report on all alerts and insights generated on a monthly basis, including whom they were generated for.

Journey reporting is available to report on journey performance. In addition, future reports—such as an ROI dashboard—are on the roadmap

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 immediately enable equity alerts, rate alerts, and listing insights. Mortgage credit inquiry alerts require additional setup with Equifax 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.