



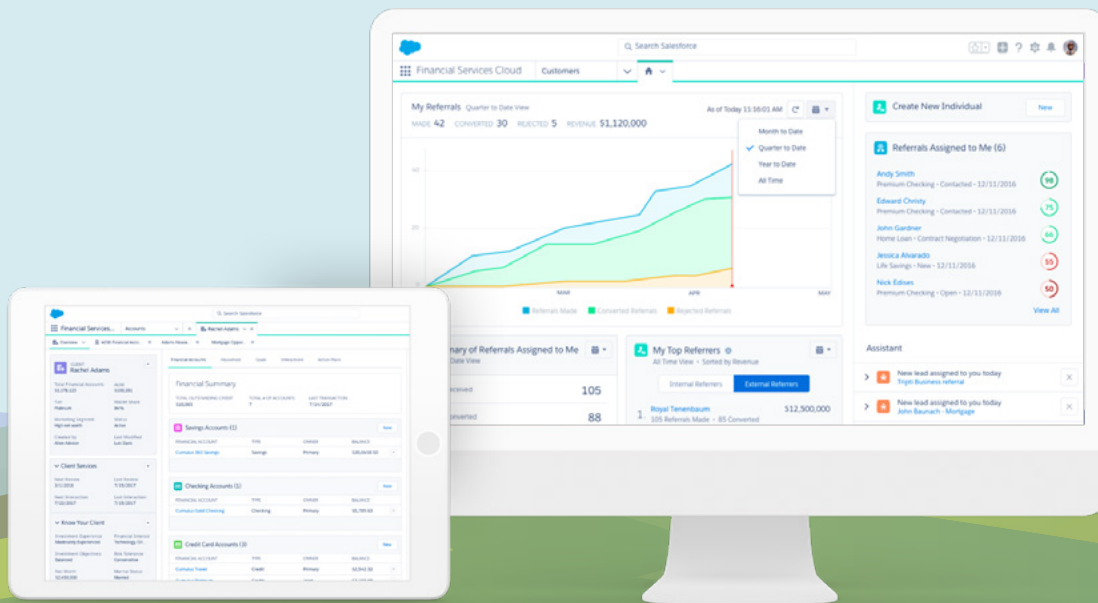
Solution: Streamline Digital Lending

Lending has entered the digital age. Borrowers now expect online loan applications to be as easy and convenient as using a ride-sharing app on their phone. Convenience drives borrower satisfaction, and lenders need to accelerate loan cycles, increase loan transparency, and operate with a 360-degree view of borrowers and their household.

Accelerate loan cycles: Realize value faster by engaging prospects, driving leads, and building pipeline with Marketing Cloud and Financial Services Cloud.

Increase borrower transparency: Empower borrowers to collaborate across the lending ecosystem with personalized portals that allow them to stay up to date with their loans with Community Cloud.

Operate with a 360-degree view: Seamlessly connect loan officers, loan processors, service representatives, and other back-office employees to all loan activities across any channel through Financial Services Cloud and AppExchange partner integrations.



Feature Set: Streamline Digital Lending Solution

ENGAGING PROSPECTS AND DRIVING LEADS



70% INCREASE IN LEAD VOLUMES AND
50% INCREASE IN LEAD CONVERSION*

- **Discovering Prospects:** Capture, unify, and activate your data to discover consumer relationships across every touchpoint with a powerful Data Management Platform (DMP)
- **Nurturing Prospects:** Deliver cross-channel personalized experiences at every step of the customer lifecycle with B2C journey management
- **Building Pipeline:** Leverage B2B marketing automation tools to create meaningful connections, generate more pipeline, and empower sales teams to close more deals

EMPOWERING NEW BUSINESS PRODUCTION



37% INCREASE IN PRODUCTIVITY*

- **Lead Management:** Nurture relationships with top referrers based on rich profiles and scores that show who consistently sources great customers
- **Productivity Optimization:** Take action at the point of insight by recording key activities such as calls, tasks, or events without leaving the Einstein Analytics app
- **Pipeline Management:** Manage high-priority leads, upcoming tasks, and key customer milestones from a single-user interface built in Lightning

DIGITIZING LOAN AND LEASE MANAGEMENT**



240% EXPANSION OF LOAN PEAK VOLUMES***

- **Origination and Underwriting:** Automate the application process with auto decisioning, third-party data, scoring, pricing, and digital offer generation
- **Servicing:** Streamline loan billing and payments, loan restructuring, and subledger accounting with a flexible secure platform
- **Collections:** Digitize collection processes by tracking delinquencies, building custom strategies, setting priorities, and creating borrower-specific repayment plans

COLLABORATING ACROSS THE LENDING ECOSYSTEM



35% FASTER CASE RESOLUTION*

- **Collaboration across Leads:** Create secure collaboration spaces for your lenders to communicate with real estate agents, dealers, brokers, and other potential partners
- **Loan Transparency:** Provide one destination where borrowers can see all of their loan information with connections surfacing data from back-end systems, apps, and records
- **Seamless Service:** Resolve cases faster with easy visibility into the full context of all cases and a record of every customer interaction

DELIVER A TRUE DIGITAL-FIRST LENDING EXPERIENCE

Explore the world's #1 CRM, reimagined for lending. See how loan officers, loan processors, real estate agents, dealers, and others use the Salesforce platform with market-leading AppExchange Partners such as Cloud Lending Solutions to accelerate loan cycles while providing seamless lending experiences that borrowers demand.

Sign up today for a Financial Services Cloud trial at: bit.ly/TryFSCfree

* Salesforce Customer Success Survey

** Integrations with AppExchange Ecosystem Partners

*** Cloud Lending Solutions Quarterly Satisfaction Survey

