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# Mortgage **CX Blueprint**

Our solution and partnership powers loan officers and mortgage companies to harness the power of CX data to drive reputation, referrals, and revenue. We do this by automating CX data collection at the key "Blueprint" moments that matter on the customer journey, analyzing, and acting on that data in real time in the Experience Management Platform (XMP).
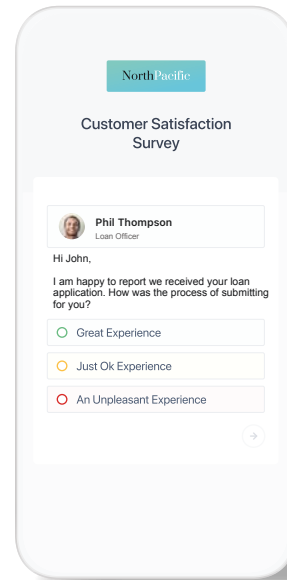
Empower customers to easily share VOC data that powers improvements at **all levels of your organization - at scale.**

Amplify great feedback and take action in-real time to address negative experiences **across specific customer touchpoints.**

Drive online reputation, brand trust, and increase SEO to **attract new leads, retain top talent, and generate more revenue.**



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"Anything a mortgage company can do to help the loan officers build trust in the communities they serve is vitally important. To achieve this trust as our business evolves, it is important to not only create great experiences for our clients and partners, but also to collect and share feedback so potential customers will find our great loan officers online.

In the first 18 months after moving to the platform, we generated 35,000 customer reviews, and we have well surpassed our competition since then."

- Rick Arvielo, Co-Founder, New American Funding

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*Want to learn more about creating an intentional customer experience?*

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