IGNITE
BECAUSE DATA MATTERS

As Digital Mortgage continues to be the elusive topic of the day, we continue to ask lenders the following question: If you happen to nail your digital front end strategy, do you have the operations engine to support it? Mortgage Banking Operations is our core foundation, so we admit we may be biased, but we really do feel that lenders are in for a rude awakening next year when the digital mortgage bills come due, and they realize they do not have a way to see if their strategy is working. We speak to our vision of the fulfillment process of digital mortgages, and we call it

DigOps.

The matchbox & Ignite teams are comprised of mortgage bankers

who take pride in understanding the industry changes and being proactive in how these changes can be supported within your workflow and technology.

By the way, check out our new website
and let us know what you think!

matchb**o**x....we speak mortgage

Dig**O**ps- What no one is focusing on....

As we have written about previously, the Digital Mortgage wave is still hitting the beach. Each day, lenders and vendors are trying to design, develop, integrate, and implement some form of a digital strategy. And like ants marching to the same tune everyday, they continue to focus solely on the front-end experience. As you talk to both lenders and vendors, each is trying to win this arms race of who could come up with the best possible digital solution. It is somewhat baffling that lenders continue to ask for more of the offering when they are not even sure if it will be adopted by the loan officer or the client. I hear these questions everyday referring to digital mortgages:

- Can it issue a pre-approval from a phone?
- Can it integrate with Form free?
- Can it integrate with the Work number?
- Can my borrower enter their banking information, so they don't have to provide an updated bank statement?
- Can it do an income calculation?
- And now the new flavor - can you OCR the documents and update my loan file?

So, this is happening everyday, and there are great people raising the bar and creating some great technical solutions for the origination process and an enhanced "customer experience." We at matchbox, on the other hand, are focusing on what we do best and building tools to support the Digital Origination process. The code word we like to use is **Dig**O**ps.**

If and when this front-end piece gets figured out, the Operational fulfillment piece must follow. It is great if you can get a client pre-approved, locked, and disclosed in minutes, but what happens to that same file when it comes into your Operational workflow? Is it following the same process? Does it go to opening and sit in line? Does it go to the back of your

processor's pipeline that is already filled with new loans and loans with one condition left to close? Does it fall into your Underwriting bin that is 3 days behind?

It is curious to see how much time and effort is put into maximizing the front-end process only to spend so little time focusing on the operational process. What is going to happen when that digital, millennial borrower that you are all chasing applies in 10 minutes and then gets a 5-page conditional approval 3 weeks later?

Any digital mortgage front-end offering needs an Operational equivalent to maintain and possibly even enhance that elusive customer experience. **DigOps** is a just as important, if not more important aspect of the digital mortgage experience because a lender has more control over this part of the process. You can build a great front end, but it is not guaranteed that loan officers will use or adopt it or if clients will embrace the experience. The
DigOps component can be tailored to business requirements, trained, understood, and adopted by good Processors, Underwriters, and Closers. If lenders do not match the back-end Operational process for these Digital Mortgages with the great front ends they are building, the front-end investment will be worthless.

We are actively building a full **DigOps** Operational backbone to support your digital mortgage experience within Encompass. Between the matchbox and Ignite teams, we are creating a full set of tools to help lenders both understand and execute their digital mortgage strategy from an Operational perspective. These offerings include:
- Integrations to identify and highlight Day One Certainty loans
- Intuitive digital mortgage workflows
- Enhanced Secondary tools to track Digital Mortgages
  conversion against the rest of your pipeline
- Improved customer facing documents that match the front-end
  offering
- A full set of business intelligence tools so that you can track
  and compare Digital Mortgages to the rest of your pipeline
- A dedicated Digital Mortgage Training process so that your staff
  can understand how to treat a digital mortgage client
                    ...and much more

If you are implementing a digital mortgage strategy and only focusing on the front end, please call us. We would love to help you get your **DigOps** team in place so that your borrowers can Uber themselves to the closing table in a driverless car and blink

to e(ye)-sign a closing package. Mortgage Operations is our passion and core foundation. It is not sexy and does not excite, but it is a difference maker in reducing your cost per loan and enhancing your customer experience. **DigOps** is a term you should be adding to your 2018 plan.

**The Ignite team is in the development lab creating exciting new tools for holidays.
Get on our gift list and you may get one for free.
More to come in the next newsletter**

STAY CONNECTED: