

# CUSTOMER EXPERIENCE JOURNEY

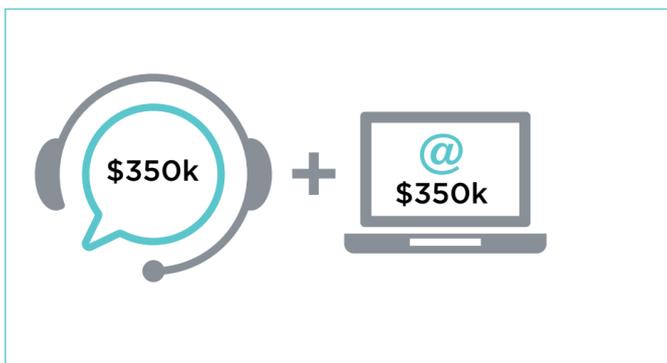


DAY 01 

LIA IS SHOPPING FOR A MORTGAGE\* AND UNDERGOES A CREDIT CHECK

LIA RECEIVES A PHONE CALL AND AN EMAIL WITH A **PRE-SELECTED OFFER** THE NEXT DAY

DAY 02  
PERSONALIZED, HIGHLY RELEVANT, TIMELY OFFER



A FEW DAYS LATER  
03 OFFER REINFORCED

THE SAME OFFER **ARRIVES VIA DIRECT MAIL** A FEW DAYS LATER

LIA **ACCEPTS THE LOAN OFFER** AND COMPLETES THE MORTGAGE APPLICATION

04 



05 

LIA'S MORTGAGE IS FUNDED AND SHE FEELS HER FINANCIAL INSTITUTION **UNDERSTANDS AND ANTICIPATES HER NEEDS**

\*For Auto Loans, Home Equity Loans, Personal Loans, Credit Cards, Mortgages and more

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