

Employees: >25

Industry: Finance

Region: National

Solutions Rendered:

- Custom API Integration
- Workflow Design
- Process Automation

Customer Since: 2018

Case Study: Improving Back Office Efficiency With

Automation

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Background

NewCastle Home Loans (NCHL) has been servicing the Chicagoland area and Midwest for two decades with honest, faster, cheaper, and completely interactive loan origination experiences for their customers. As one of the few smaller home mortgage lenders (HML) that survived the subprime mortgage crisis, NewCastle Home Loans strives to remain nimble and agile to be able to adapt and grow in a competitive market.

The Problem

NCHL spent months seeking out an IT solution firm that specializes in integrating legacy systems with contemporary applications. They needed a solution that would help them automate manual tasks and improve communications between operations and sales/marketing, as well as providing real-time monitoring of sales.

The **S**olution

NCHL selected Indica Digital as a like-minded strategic partner because of our integrity and strong technical skills. We worked with NCHL to design a plan that would improve efficiencies between their operations and sales/marketing departments. We accomplished this by building a data pipeline that integrated their LOS with a CRM application. Our ability to quickly understand the loan origination process has allowed us to collaborate with NCHL to bring them closer to enhancing company wide productivities for servicing their clients.

The **R**esults

The customized solution has transformed NCHL's business and culture. Success wasn't defined simply as the deployment of a new technology solution; It included enhancing employee working experiences and increased customer engagement. With real-time visibility into sales performance, NCHL sales management can now receive real-time updates on loan status changes. This improvement has enabled them to close deals faster and smoother, resulting in a positive impact to their bottomline.

About **I**ndica **D**igital

As a purpose driven digital solutions company, Indica Digital specializes in developing and maintaining a digital presence and strategy for the clients they serve. Through leveraging technology to drive efficiencies, exceeding expectations to find solutions, and creating highly transformational relationships with all of their partners, Indica Digital delivers premium digital services to find the most optimal solution pathways for their clients and partners alike.