(#111) Dear Management:

July 30, 2019

Do you know what to do for a frustrated borrower sitting across from you at your desk?  How about when they're sitting on their couch... half-way through an online application?    
  
You should...  
  
You're a great salesperson... so of course you know how to deescalate a borrower sitting in front of you...  
  
BUT what do you do when you're not even there?  When they are frustrated by an app gone sideways?  
  
They may not walk out of your office, but they will push "exit" faster than you can spell it...  
  
So make sure the experience is enjoyable, intuitive and simple.  
  
Beta test your "borrower experience" with people NOT working for you... also, make sure your IT staff understands the "borrower experience" as much as they do, 1's and 0's.  
  
It's a new world peeps, old ways should be left to the history books.  
  
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