(#139) Dear Management:

September 6, 2019

Do you have a defined structure in place to answer and solve borrower's questions/problems?  
  
You should...  
  
Say a borrower has a question on how to interpret one of the questions on your online app...  Do you have a dedicated person to answer such questions?  
  
Say you have a borrower who has a problem with their first payment...  Do you have a dedicated person to answer such questions?    
  
Say you have an angry borrower who is upset about the service they have been provided...  Do you have a dedicated person to answer such issues?    
  
I could go on for days, but whatever the question... is there a dedicated person to answer the call?  Do they have a backup when they are out?  
  
Match the defined skills of the employees with the needs of the matter involved?  Having this will provide consistency of the messaging to borrowers and allow you to fix the process, as issues are logged and faulty patterns are discovered.  
  
And have this "CALL LIST" posted and known by EVERYONE in the company.  Can't help your borrowers... if your own people don't even know who to go to ...  
  
Find my book and blog at [www.mrtenkey.com](http://www.mrtenkey.com/)  
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