



# SOCIALSURVEY HELPS NEW AMERICAN FUNDING GROW REVENUES BY WINNING IN LOCAL MARKETS



## The Challenge

New American Funding (NAF) is a top 10 independent mortgage lender headquartered in California with more than 180 locations across the country. The company's primary route-to-market employee is the loan officer. Successful loan officers often focus on originating new business and generating positive customer reviews. Facebook, Google and other social media and review platforms are critical to these efforts and winning in their local markets.

Before NAF started working with SocialSurvey, it was using a home-grown tool to obtain and leverage customer reviews. Since customer feedback and brand reputation are so important in the mortgage industry, Rick and Patty Arvielo, the founders of New American Funding, knew there had to be a better way to manage the company's online reputation and increase the volume of new business for its local loan officers.

## At A Glance

### ▶ CLIENT

*A top 10 independent mortgage lender headquartered in California with over 180 locations nationwide.*

### ▶ CHALLENGE

*Increase the volume of new, local business for loan officers by turning reviews from satisfied customers into strong marketing assets.*

### ▶ APPROACH

*Leverage SocialSurvey's Experience Management platform to engage loan officers, collect and share reviews, and improve the customer experience being delivered.*

### ▶ RESULTS

*Today, NAF's mortgage professionals report an increase in new business and the company has achieved nearly 101,000 reviews (up from 4,000) with an average score of 4.90 stars and a Net Promoter Score of 92.*

# The Approach

*“We already recognized the power of reviews and their effectiveness for attracting new business so we were open to running a pilot to learn what more SocialSurvey could do for us,” notes Co-Founder Rick Arvielo. “We had our own statistics and we were curious to see how the results of SocialSurvey’s pilot would compare to what we were getting from our in-house system. Immediately, we saw the potential to help our loan officers deliver a better customer experience and gain more new business locally.”*

In early 2017, SocialSurvey’s Experience Management platform went live and was made available to all 1,200 loan officers at NAF nationwide.

*“SocialSurvey empowers our loan officers to capture the voice of their customers through reviews and then automatically shares it an average of eight times online,” says Rick*

*Arvielo. “The requests are sent out after the closing as if they are coming directly from the loan officer to the customer. This humanizes and personalizes the experience so both the NAF employee and the customer are more engaged.”*

When a NAF loan officer logs in to SocialSurvey, they see a leaderboard that shows them where they rank in comparison to other loan officers and branches. For example, Amber E., a top performing senior loan consultant at NAF’s branch in Bettendorf, Iowa, can check the leaderboard to see how she ranks compared to everyone in the company for customer satisfaction. She can also read and reply to reviews across Google, Facebook and SocialSurvey using a single platform. Amber can also see her completion rate and which customers have not yet completed her survey and send them a reminder.

## The SocialSurvey Dashboard for a NAF employee.

**SocialSurvey** Dashboard ~ Configure ~ Profile Listings Help newamerican A

**Dashboard** Refreshed on April 13, 2020 at 10:00 PM EST

**AMBER ERNST**  
Senior Loan Consultant | NMLS #406037 | Mortgage  
Rank# 5/1193  
Userscore 4,992  
★★★★★ 4.97 - 511 Review(s)

Build your online reputation by surveying each and every customer **Send a Survey**

Extend your social reach by connecting to all your social media accounts.

Transaction Stats Promoter Stats LeaderBoard Score Stats **Reviews/Replies** Incomplete Surveys

What people say about Amber Ernst

★★★★★ 5.00 Survey completed on April 14, 2020  
Reviewed by **Andrew**  
Completed transaction in April 2020 in Davenport, IA.  
Amber and her team were able to help me close on my house in a very short amount of time so I could surprise my wife with a house for her 40th birthday. The entire experience was Amazing!  
f t in  
**Reply**

★★★★★ 4.67 Survey completed on April 13, 2020  
Reviewed by **Gary**  
Completed transaction in April 2020 in Dewitt, IA.  
Got good information on refinancing and was done quickly.  
f t in  
**Reply**

# The Results

Today, more than 1,200 loan officers across 189 NAF locations in the United States use SocialSurvey to engage their mortgage customers and automatically gather review data to drive an excellent customer experience – and build trust within each loan officer’s local market.

*“Anything a mortgage company can do to help the loan officers build trust in the communities they serve is vitally important,” says Rick Arvielo. “To achieve this trust as our business evolves, it is important to not only create great experiences for our customers and referral partners, but also to collect and share that feedback so potential customers will find our great loan officers online. SocialSurvey helps us collect and share customer feedback across all of our branches.”*

*“In the first 18 months after moving to SocialSurvey’s platform, we generated 35,000 customer reviews, and we have well surpassed our competition since then.”*

**– RICK ARVIELO, CO-FOUNDER,  
NEW AMERICAN FUNDING**

Before NAF deployed SocialSurvey, its 1,000+ loan officers had fewer than 4,000 reviews across websites like Google, Zillow, LendingTree and Better Business Bureau. With fewer than 500 Google reviews for nearly 180 locations, it was missing out on many opportunities to broadcast the voice of its customers.

After just two years, NAF’s results are the best in the mortgage industry. As of April 2020, NAF has nearly 101,000 reviews, including over 7,100 on Zillow, plus over 7,000 on Google My Business and Credit Karma. Their average review score across all these sites is 4.90 stars.

More recently, through SocialSurvey, New American Funding partnered with LendingTree to display many of their loan officer’s reviews on the LendingTree website. Since June 2019, NAF’s review count on LendingTree has grown exponentially from fewer than 1,500 to over 41,000. Currently, New American Funding has more reviews on LendingTree than any lender in the country including Quicken, Guaranteed Rate and Wells Fargo Home Mortgage.

New American Funding has accomplished many of these outcomes because the SocialSurvey software is so easy for consumers to use, resulting in an unprecedented 54% survey completion rate.

Today, approximately 66% of the business that comes into NAF is from referrals, usually from past clients or real estate agents. However, more than 30% of these customers will search online for the referred loan officer prior to calling the office. Specifically, prospective customers are validating the referral with “social proof” – by reading multiple reviews about other customers’ experiences with that particular loan officer. The bottom line: NAF’s mortgage professionals are winning in their local markets with SocialSurvey.



## About SocialSurvey

SocialSurvey is a rapidly-growing provider of Experience Management software. Using its integrated, cloud-based platform and customizable processes, any business can manage customer and employee experiences across their products, locations and brand(s). By driving behavioral change, SocialSurvey delivers impactful business outcomes including increased customer satisfaction, brand loyalty, online reputation and visibility, as well as improved employee engagement, and compliance. Founded in 2015, SocialSurvey is headquartered in San Ramon, Calif. and backed by Kennet Partners LLC., Silicon Valley Data Capital, Tri-Valley Ventures, and Wilson Sonsini Goodrich & Rosati.

For more information, visit [www.SocialSurvey.com](http://www.SocialSurvey.com) or call +1 (888) 701 4512.

