

Case Study

Worthful Chat

Transforming Mortgage Operations with
Voice and Chatbot Solutions from Sonata

Summary

A leading U.S. mortgage company successfully reduced operational costs and improved lead conversion by implementing an efficient voice and chatbot solution, with Sonata's expertise in application engineering. This solution enabled 24/7 support and streamlined operations, driving significant gains in productivity and customer service efficiency.

Client Overview

A leading U.S. mortgage company that offers a range of home loan products and engages in acquiring newly originated U.S. residential mortgage loans from small banks and independent originators.

Headquarter
California

Revenue
\$490+ Million

Lines of Business
**Residential
Mortgage Loans**

Pressure Points

Assigning a dedicated customer service executive to each loan led to high operational costs

The customer sought to reduce operational expenses while improving lead conversion rates

Solutions

Sonata implemented a voice and chatbot solution to handle loan application queries efficiently. The process flow is as follows:

- Users initiate interest in a new loan through the chat interface.
- The chat interface connects with Amazon Lex via APIs to identify the user's intent.
- Amazon Lex collects user input through slot-filling and communicates with AWS Lambda to fulfill the intent.
- AWS Lambda queries Amazon RDS to retrieve or store user and loan data.
- The processed data is returned to Amazon Lex and sent back to the chat interface, completing the user query seamlessly.

Results that Speak Volumes

Round-the-clock support availability through chatbot

Reduce the workload of customer service team

Decrease in operation

Increase conversion ratio