

CUSTOMER STORY

Digitizing Loan Applications for Contactless Service

Do you need to go paperless in order to provide contactless service to your customers? When a credit union with nearly 100,000 members needed to switch to digital services, they turned to Brand Interactive Communications and Formstack to digitize nearly 20 different paper-based loan applications.



Brand Interactive Communications has over 20 years experience ranging from the development of corporate branding to printed collateral. They offer a diverse range of services that not only meet the demands of the changing markets but endeavor to maintain a developmental position at the cutting edge of industry standards and innovations.

Industry	Customer Since
Financial Services Marketing	2020

Use Case	Products
Digital Loan Applications	Forms, Docs

Features
Conditional Logic, Calculating Fields, File Uploads, Encryption

Integrations
Zapier to ActiveCampaign

[Visit Website](#)

Challenge

When COVID-19 created a huge need for contactless services, a large credit union reached out to Brand Interactive Communications for help. All their loan applications--including mortgages, auto loans, personal loans, and business loans--were paper-based PDFs. The process took almost two weeks to complete and required members to come to a branch to submit the paperwork. With six branches and nearly 20 loan officers, the credit union needed a way to quickly adapt their paper applications to a fully digital process.

2 weeks
to complete each paper-based loan application

Solution

Brand Interactive Communications created an entirely digital, secure loan application process using Forms and Documents. Using Conditional Logic, the member is only shown form questions related to their loan type. Hidden Calculating Fields create an overall application rating, which allows loan officers to pre-approve applicants. Once an application is completed, members receive an automated completion notification in minutes, and their information is sent through Zapier to ActiveCampaign. The information is then sent to Documents, which creates a professional, branded loan application for final review, sign-off, and storage.

“

Time is money. Formstack took this process from one hour to just seconds. Processing is so much faster, meaning we can go from thousands of loans a month to doing that many in a day.

b

Cliff Joseph

Owner at Brand Interactive Communications

The Results



Digitized the entire loan application process



Saved one hour of loan officer time per loan application



Enabled member confirmation notifications in minutes



Reduced loan processing time from two weeks to just a few days



Streamlined loan pre-approvals to happen within an hour



Encrypted data to ensure a secure end-to-end loan process