

Financial Institution Establishes a Partner Relationship Program



Broke down siloed departments for cross-functional insights

The institution's team consisted of very siloed departments which included Sales, Marketing, Product Development, Operations, Finance, and Executives. The Walker team started by facilitating interviews with a cross-functional leadership team to understand current insights-related pain points. Later on, this was addressed by creating a dashboard that included all of these departments to provide a single source of truth on their partner experience.



Determined that loyalty matters to the bottom line

The institution used Walker's Loyalty Matrix to review their current partner relationships, which provided unique insights into current opportunities. By migrating High-Risk partners into the Truly Loyal segment, they could see its share of countersigned loan volume nearly double on average. There was also a significant amount of untapped potential with Truly Loyal partners, who only contributed roughly half of their loan volume on average.



Prioritized four focus areas to make the partner experience faster, easier, and more customized

They identified four key areas to improve their partners' experiences. Support can be improved by eliminating slow processes, and high-volume partners can be guided to greater success with additional white-glove services. Full-spectrum lending can be used to tap into the potential of Truly Loyal partners. Enhancing the Mosaic SKU platform would make this loan selection process easier and more customized to the partner needs.

RESULTS

prioritized

CX efforts for
maximum impact

increased

focus on operational
excellence maturity

doubled

origination volume
potential