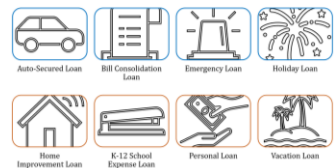


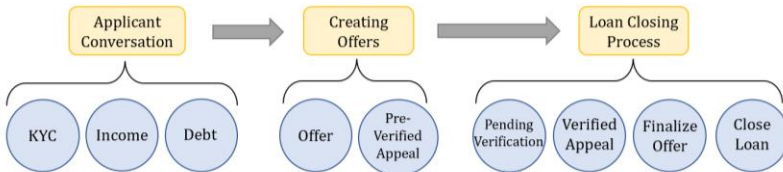
## Republic Finance's Central Lending Unit

Republic Finance is a loan agency based in Baton Rouge, LA, specializing in providing a variety of consumer loans and flexible lending options. Their newly established central lending unit (CLU) was established to serve customers who were not within footprint of the traditional branch model.

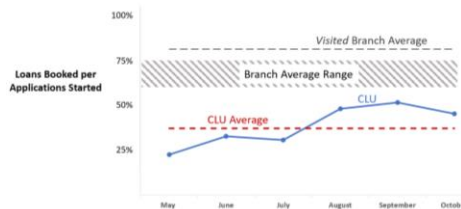


## The CLU's Lending Application Process

The CLU's loan-by-phone process includes an out-of-footprint loan request, an assignment in a 5-tier system, and a loan offer or request denial. The lending process for both branches and the CLU is initiated with leads, which are used by agents to contact potential customers or by customers to begin applications. The nine-step electronic application (eApp) is used by agents to get familiar with customers and help them close loans.

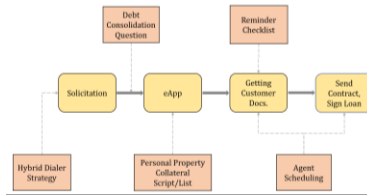


Our performance metric for the application process was the number of loans booked per applications started, which increased from May to October of 2021, but was still lower than the average branch performance.



## Process-Targeted Solution Development

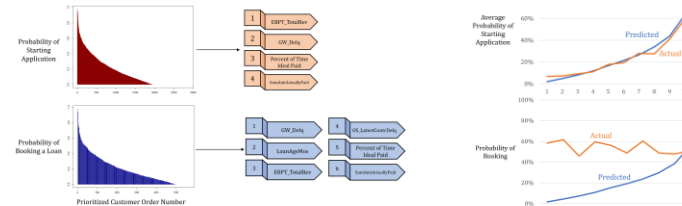
The CLU is limited by system functionality challenges, process regulations, and unbalanced state outreach and weekly booking concentrations.



After we visited the CLU, we defined four simplified and distinct steps within the loan-by-phone process, and we selected five disjoint opportunities for improvement, developing high-benefit and low-cost solutions for each.

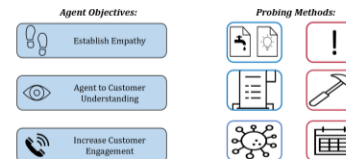
## Lead Prioritization Model

In place of a hybrid dialer model, we decided to create a prioritization of customer leads based on probabilities of responses. We implemented a random forest model to identify important customer features as well as predict and rank customer response probabilities.

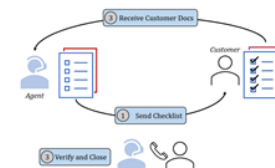


## Agent Rescript with Probing Questions

We redesigned agent up-selling and down-selling scripts to include probing questions to increase customer engagement and produce higher initial solicitation success.



## Document Reminder Checklist



We designed a document reminder checklist to reduce the number of agent handoffs and wasted time spent connected with customers to verify information.

## Rescript and Checklist Implementation

We implemented the new agent-selling script and the document checklist with the help of IT personnel, CLU managers, and Legal and Compliance.

### Sales Team

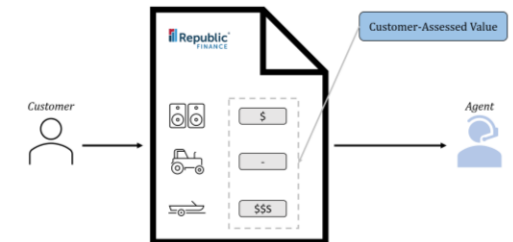
Scripting: Terms & Conditions



Blurred for confidentiality

## Personal Property Collateral List

We used HTML to create a personal property collateral list and implemented it within the Republic Finance server to reduce collateral confusion and documentation time for customers. This will be shareable via email with customers and will allow them to interact with instructional tabs.



## Microsoft Bookings

A Microsoft Bookings page was created and implemented to coordinate customer booking appointments and reduce the number of loans missed.

