



# Aligning digital transformation with the customer lifecycle

Redefining digital transformation  
Section three



**Are you nailing every step in the customer journey to gain and retain customers?**

A Digital Lending Platform and the robust features it offers focus primarily on a fantastic acquisition experience, but also support delight across the entire journey.

**Why should consumers choose you?**

***Because you provide more value by...***

- Differentiating on customer experience when you can't compete on rate
- Personalizing your offering to promote the right product at the right time
- Connecting directly to a pricing engine to offer customized rates to prospective customers

**Will your customers defect during the application process?**

***No, you make it easy for consumers to complete your application by...***

- Reducing friction through an omnichannel application process
- Offering features to connect to accounts, leverage verified data, e-sign, track status, and provide updates

**Are you meeting customer expectations?**

***Yes, you're meeting your customers where they are by...***

- Reducing friction and ensuring the customer has delightful interactions
- Offering a mobile-first, conversational interface and simple mechanisms to contact or continue the process in a branch

**Is your team equipped to keep your customers happy?**

***Yes, they have the tools to minimize issues and their impact by...***

- Providing quick, easy access to assistance via multiple channels
- Analyzing data to identify trends and minimize future occurrences

**Do your customers think of you as a one-product shop?**

***No, our customers own multiple products because we ...***

- Grow share of wallet with proactive service, introducing the right products at the right time
- Automate and customize follow-up functionality
- Minimize the effort needed on a customer's part and ensure a consistent experience across product lines

**Do you ensure your customers are loyal?**

***Yes, we increase loyalty by...***

- Continuing to delight customers at each touchpoint
- Growing share of wallet
- Reducing issues likely to irritate customers, including outdated or inconsistent engagement experiences

**How do you ensure your customers put in a good word for you?**

***Employees ensure customers recommend us to family and friends by...***

- Deepening relationships. Those most likely to recommend an organization own multiple products
- Reducing manual processes to focus on the relationship-building actions that can improve Net Promoter Score

## Redefining Digital Transformation

[Continue exploring digital transformation](#)

## Powered by Blend

Blend is transforming the lending industry by creating a unified approach to getting mortgages, consumer loans, and deposit accounts. Our Digital Lending Platform makes the journey from application to close fast and easy for consumers, while helping lenders increase productivity, deepen customer relationships, and deliver exceptional customer experiences.