



# AmeriSave

## M O R T G A G E

At AmeriSave Mortgage Corporation, we are committed to making the journey of home ownership more affordable. Technology is core to this strategy - using it to make the process easier and quicker for our audiences - automating processes that don't need human interactions, while also enabling more connections when a live person providing guidance is critical. Our goal is to make the digital experience positive and even uplifting for both consumers and employees alike.

This intersection between humans and technology has been greatly enhanced by our partners at Botsplash. Their technology powers our experiences. Over the past few years, we have been working closely with them to enable significant connections throughout the customer journey, including a variety of features that power marketing outreach and enhance the UI on amerisave.com to backend systems that support our Loan Originators.

- Push messaging that keeps customers informed of the volatile nature of rates in our current market
- Customer-facing chat technology that enables automated searching for frequently asked questions, lead forms to collect initial interest, and live connection to our Loan Originators who can help give them a quote in just three minutes
- On-the-go connections for our Loan Originators who can connect with consumers via the Botsplash application from their phone or their desktop - powering one-to-one connections wherever you are as long as you can access an internet connection
- Connection to consumers within social (via Meta's Messenger integration) - so that we can serve them in the channels they spend their time

In addition to these efforts, the Botsplash dashboard provides analytics and insights that help us identify if issues are happening throughout the application process, while also showcasing a view of conversion and consumer sentiment. Logging into their streamlined and highly visual dashboard can unlock new ideas and help guide business decisions by giving us a real-time view of conversations between consumers and loan originators.

These moments are some of the most critical touchpoints of our customers' journey - having a trusted partner that can help us power it has been game-changing for the experience we provide our customers and our employees. Not only does the technology support us, but the customer service of the entire Botsplash team is second to none. They act like a true business partner, not just a vendor or software supplier. As the needs of the business change, the Botsplash team is there to adapt with us and help brainstorm new features and solutions so that we can evolve and meet the changing needs of our customers.

#### About AmeriSave Mortgage Corporation

Founded in 2002, AmeriSave Mortgage Corporation is a leading mortgage lender best known for pioneering the first truly digital mortgage experience to borrowers. With six major loan centers located across the U.S., AmeriSave is a direct-to-consumer lender, Equal Housing Lender, licensed in 49 states and D.C., not licensed in NY; FNMA, FHLMC, GNMA approved. For more information, visit [www.amerisave.com](http://www.amerisave.com). NMLS ID #1168. For licensing information, go to [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org).



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