



## **Nick Borunda, VP Digital Strategy & Performance Marketing, Prosperity Home Mortgage**

Mova.AI has become an integral part of our call and SMS analytics ecosystem at Prosperity Home Mortgage. We now monitor 100% of inbound and outbound calls and texts (up from 2–4% when doing it manually) while improving both compliance accuracy and sales performance.

Mova.AI's API platform allowed us built a seamless custom integration giving us the flexibility to make Mova's insights feel like a native part of our workflow allowing us to have automated note taking for every phone call in the form of call summaries and transcripts, a feature our LO's love.

After building our custom CRM integrations, we became early adopters of AutoCoach, Mova's agentic coaching platform. After a simple setup, we implemented it with our bottom performers. In one example, after a single AutoCoach session (and 1 on 1 to review the results) we had one of our Loan Officers increase credit pull success by 66% week over week (from 30% to 50%). Mova's AutoCoach not only understands our playbook, it also codified and allows us to create a new set of KPI's based on soft skills and outcomes impossible to do without Mova.

We're continuing to build new insights and expand its use across more than just sales teams to drive efficiency, consistency, and conversion growth. We're big fan's of Mova!