Customer Journey – Lending Lifecycle

Orchestrated Financial Journey

westcx

Follow Alex through a connected financial journey — from identification to retention — powered by **WestCX Orchestrate™**, the system of action that listens, understands intent, and guides next best actions in real time.

AWARENESS

1 Eligibility Identification

How it works:

Alex is identified as a strong candidate for a lending opportunity based on credit signals, behavioral activity, and lifecycle triggers.

Through integration, these signals are captured across systems and automatically place Alex into the right journey — ensuring identification happens consistently and at scale, without relying on manual segmentation or disconnected campaigns.

48% of consumers encountered digital friction when trying to open accounts online.[1]

2 Proactive Offer Outreach

How it works:

Once eligibility is established, proactive outreach is initiated across Alex's preferred channels — SMS, email, and voice.

Communication is orchestrated based on readiness signals, creating awareness and guiding Alex toward a lending offer that aligns with his financial needs and readiness, rather than waiting for him to independently explore options.

Hyper-personalized campaigns can **increase conversion rates by up to 60%.**[9]

Only 15% of B2C consumers say financial services providers are meeting expectations.[4]

ACCESS

3 Application Initiation

How it works:

Alex receives a personalized message inviting him to start his application. The experience is delivered as part of a coordinated journey with a clear call to action, triggered at the right time, reducing friction and making it easy to take the next step without unnecessary effort or confusion.

For every completed digital account, more than three applications are abandoned.[2]

75% of consumers who abandoned applications were ages 25 to 34.[1]

4 Inbound Inquiry / Assisted Application

How it works:

When Alex reaches out — whether by phone or digital channel — AI-driven intent detection and journey context carry forward. The system already understands why he's engaging, what offer he received, and where he is in the process, allowing agents or conversational automation to move directly into assisting with the loan application process, reducing repetition and accelerating completion.

48% of consumers who experienced digital friction took their business to another bank.[1]

ENGAGEMENT

5 Two-Way Support (Self-Service + Assisted)

How it works:

If Alex has questions, he can reply directly through SMS, chat, or voice. Two-way, real-time interaction enables common questions to be resolved through automation, while seamlessly escalating more complex needs to the right team — all without breaking the journey or losing context.

85% of customers who experienced a problem had that problem resolved, driving a large improvement in overall satisfaction scores .[5]

6 Application Completion & Submission

How it works:

If Alex pauses his application, WestCX intelligently re-engages him with reminders and guidance tailored to his progress.

Messaging adapts based on behavior, helping him complete the process with minimal friction while reducing abandonment rates.

Repayment reminders improved the share of delinquent borrowers who cleared overdue payments from **61.9% to 64.3%.**[3]

APPLICATION

7 Approval & Decision Communication

How it works:

Once a decision is made, Alex receives immediate communication outlining the outcome and next steps. Clear, proactive messaging eliminates uncertainty, reduces inbound inquiries, and ensures Alex knows exactly what to expect moving forward.

Personalization efforts are paying off in revenue, conversion, and customer experience.[4]

8 Funding / Account Activation

How it works:

After approval, WestCX guides Alex through loan funding and account setup as part of the same connected journey. Confirmation, account details, and next steps are delivered in a coordinated experience, ensuring a smooth transition from approval to active customer.

Onboarding friction undermines digital account opening progress.[2]

TRANSACTION

9 Transaction & Payment Experience

How it works:

WestCX delivers payment reminders, account updates, and convenient repayment options at the right moments. Communication is timed and contextual, helping Alex stay on track, reducing confusion, and preventing missed or late payments.

Repayment reminders **improved overdue payment completion by 2.4 percentage points.**[3]

SERVICING

10 Ongoing Servicing & Alerts

How it works:

As Alex manages his loan account, WestCX proactively delivers important updates — including payment due dates, account activity, and alerts. These communications are orchestrated based on real-time signals, ensuring relevance and keeping Alex informed without overwhelming him.

86% of financial institutions say personalization is a clear priority.[1]

11 Issue Resolution

How it works:

If servicing issues arise — such as missed payments, payment hardship, or negative sentiment — WestCX detects these signals and triggers immediate follow-up. Alex is routed to the appropriate team with full journey context, enabling faster resolution and preventing issues from escalating.

FOLLOW-UP

12 Feedback Loop & Satisfaction

How it works:

After key interactions, WestCX sends a feedback request and uses response signals to trigger the best next action. Positive experiences prompt review requests, while negative feedback is immediately escalated, ensuring customer sentiment drives meaningful follow-up, not just measurement.

66% of the most engaged bank customers said marketing communication was general and not personalized.[7]

OPTIMIZATION

13 Retention & Next Best Action

How it works:

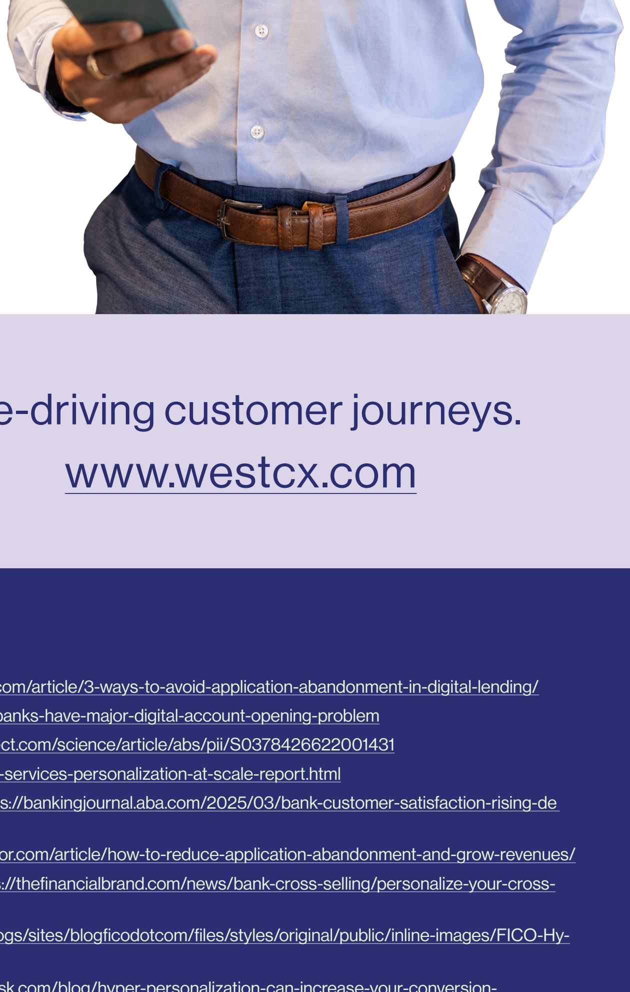
The journey doesn't end with a single interaction. Engagement signals, customer behavior, and outcomes feed closed-loop intelligence, allowing WestCX to continuously refine future offers and determine the next best action — creating a more relevant, personalized experience that improves over time, automatically.

Only 53% of respondents said their organization strives for a single view of its customer through accurate and accessible data.[8]

Customer Outcomes

- Higher application completion rates
- Reduced call center volume
- Faster time to funding
- Improved on-time payments
- Increased cross-sell / lifetime value

More personalized, connected financial experiences



Turn disconnected interactions into revenue-driving customer journeys.

Explore WestCX Orchestrate www.westcx.com

Citations

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