

## CONSUMER LENDING: HOME EQUITY LINE OF CREDIT (HELOC)

### IMPLEMENT APPIAN, THE DIGITAL TRANSFORMATION PLATFORM™ TO ACCELERATE LOAN APPROVALS AND STAY COMPLIANT

- Accelerate the loan process with a full spectrum of automation tools, from RPA to BPM to Case Management
- Rapidly introduce enhanced customer-centric apps with a digital platform technology
- Streamline the loan origination process via automation to improve efficiency
- Manage regulations holistically with an integrated digital platform

#### HOME OWNERSHIP REMAINS AN EFFECTIVE MEANS OF ACCUMULATING WEALTH

Despite the decade-ago crisis in the mortgage industry, homeownership remains a coveted pathway to wealth accumulation. No surprise then, that homeowners are willing to tap into this “dormant accumulated wealth” via a Home Equity Line Of Credit (HELOC) as one way to address their financing needs, especially given the rise in home values.

Borrowers today tend to be tech-savvy, and expect lenders to provide them with a quick and easy process at their finger-tips. Attracting these borrowers with low rates and large credit lines is important, but insufficient. Lenders need to improve the customer experience as well as streamline the loan origination process to increase HELOC volumes and attract new customers.

#### *How can lenders simplify loan processes, stay compliant and attract new customers?*

#### TECHNOLOGY CAN UNLEASH THE POWER TO SIMPLIFY AND SPEED UP THE LOAN PROCESS

The explosion of mobile, the hybrid cloud and tomorrow’s emerging technologies enables the promise of accelerated loan approvals for homeowners and faster time to revenue for banks. What is required to fulfill that promise is a digital platform that integrates new technologies with core systems, and brings together data from across channels and various data silos.

A low-code app development platform for digital transformation, that includes Robotic Process Automation (RPA), Business Process Management (BPM), and Case Management capabilities, can enable loan officers, managers, appraisers and title officers to reduce wait times for loan approvals from weeks to days, and perhaps even minutes.

#### TRANSFORM KEY PROCESSES TO IMPROVE VISIBILITY AND CUSTOMER EXPERIENCE

With a platform in place, homeowners can fill out loan applications online without having to go to a branch office, and applications can cross all channel boundaries. Appian unifies data and processes on any device so lenders can proactively manage the lifecycle of the loan. Consequently, lenders have access to data across all businesses with a customer-centric view across channels, products, and staff. Loan officers can access applications from anywhere on their mobile devices, send them to appraisal and title companies for review, and make faster approvals based on business rules. The Appian integrated platform enables the full visibility across all data and processes required to approve a HELOC. Loan officers can achieve a complete view of potential customers in real-time and stay connected to changing market dynamics, such as interest rate fluctuations.

#### *Bottom line? Speedy loan approvals drive lending volumes*

Appian, The Digital Transformation Platform™, has the power to automate processes, improve regulatory compliance, and transform customer experiences—so the lending process is faster, easier, and more accurate.



## Consumer Lending: Home Equity Line Of Credit (HELOC)

### Achieve a Comprehensive and Integrated view

The Appian unified platform fosters personalized configuration, as well as enables upsell and cross-sell of related services. With Appian, lenders can implement processes to remediate issues identified during the data gathering and analysis phase.

### Accelerate and Simplify the loan origination process

Appian assembles data from all sources into a comprehensive view, which can be easily modified. Consequently, lenders can speed borrowers through the process to obtain an HELOC, to provide faster access to funds.

### Implement Holistic Compliance

Address the relentless pressure around compliance with Appian technology proactively and as part of the complete lending life-cycle. Appian's easy to build and change rules enable lenders to collaborate and manage simple or complex procedures across all business units and regions.

### Foster Collaboration & Communication With The Borrower

Appian enables efficient yet flexible end-to-end loan process, including completing the application, submitting relevant documents—such as appraisal and title report—scheduling appointments, managing ongoing communication and finally closing the loan.

### Launch Customer-Centric Apps at Light Speed

Customers demand and expect a seamless experience—so lenders must strive to deliver speedy customer experiences. By launching a simple, friendly app on web and mobile devices, borrowers can apply online at the time and location convenient to them.

### Improve Productivity and Efficiency

Digital tools can enable elimination of manual reports and improve communication and transparency. Even though the extent of paperwork required may appear enormous, digital technology can make the entire process faster, easier, and more accurate.

### FOCUS YOUR EFFORTS

Focus your efforts to meet all compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process
- Create comprehensive views across events, departments, products and regions
- Conduct ongoing screening with reasonable review and escalation of exception cases

### TAKE CONTROL

Take control of performance with the Appian, a powerful yet easy to use application platform for managing complex business processes.

Quickly build and deploy enterprise apps for:

- Customer Acquisition
- Compliance
- Customer On-Boarding
- Product Management
- Business Operations
- IT and FinTech

### PREPARE FOR THE FUTURE

- Pressure is mounting to deliver innovation at scale in the Financial Services sector. Alleviate the pressure with Appian. Streamline operations, reduce costs, facilitate collaboration and navigate change.
- Unify relevant information and systems to get work done. Achieve significant efficiency in work execution while leveraging your legacy IT investments.

### LEADING ORGANIZATIONS TRUST APPIAN:



# Appian

Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.

For more information, visit [www.appian.com](http://www.appian.com)