



INCREASE CONSUMER RETENTION AND LOYALTY WITH DYNAMIC CROSS-SELL TOOLS

Quickly and easily convert a single loan into multiple loan products and accounts through the unmatched power of the DecisionLender 4 cross-sell module. This omnichannel resource can be engaged at any time during the lending process, both in the branch and online, to convert borrowers into long-term customers.

- Provides borrowers with a tailored list of prequalified accounts and loan products
- Prepopulates applications for accepted products and has a save progress feature
- Dynamically reevaluates DTI, loan limits and other factors as the borrower accepts offers
- Allows for auto-decisioning when the new offer is within the institution's policy
- Prioritizes the new products offered to align with marketing campaigns
- Reduces abandonment rates while selling more loan products and increasing open accounts
- Tracks leads and automatically identifies new opportunities

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Provide customers with prequalification notices for fully-branded loan products.
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Close more loans and open more accounts quickly and efficiently.

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How it works

The cross-sell module presents a tailored list of prequalified loan products both through the online/mobile consumer portal and to in-branch associates after the borrower accepts their primary loan, or at any point you choose during the application process. When combined with TCI's deposit account opening module, suggestions can also include new accounts.

Newly accepted opportunities generate a prepopulated application that borrowers can save at any time to complete later in-branch or on a different device. Completed applications are routed through the appropriate work queue and decision engine, with potential auto-approval when enabled. Cross-sell listings automatically reevaluate DTI, loan limits and other factors, updating the personalized list as offers are accepted.

In-branch associates can configure the tool on-the-fly to develop marketing campaigns aimed at specific loan products and find new cross-sell opportunities with the borrower search function. They can also track leads and generate reports on cross-sell program performance.

Ready to start maximizing your cross-selling? Call TCI today!



Why TCI?

Founded in 1982, Teledata Communications, Inc (TCI) is the provider of DecisionLender 4, a complete consumer loan origination platform (LOS). DecisionLender 4 is completely configurable, hosted in the cloud, and supports branch, online lending, indirect auto and merchant lending, and deposit account opening. The robust decisioning engine is the most versatile on the market, enabling manual or automated workflows. With over 130+ different 3rd party integrations ranging from alternative data sources, to fraud protection, to esignature and more, DecisionLender 4 truly empowers you to do business YOUR WAY!

Request a demo today! TCICredit.com

ONE SYSTEM ONE SOLUTION