

# NBKC Dramatically Increases Volume & Customer Satisfaction with Roostify

**NBKC Bank had an online mortgage experience problem.** While NBKC offered its borrowers a digital mortgage application, it wasn't a complete solution. Furthermore, their system had so many drawbacks that it created more headaches than it solved – the opposite goal of an online experience. It was clear that something needed to change.

## The Problem

NBKC offered an online mortgage application that, in the words of Mortgage Strategy VP Dan Stevens, "looked ancient and was less than reliable." From a consumer-experience perspective, the archaic UI was bad enough. Compounding the problem, however, was that the application wasn't complete.

After a consumer submitted their application, they would be assigned a loan officer, who would then call them to complete the rest of the application in NBKC's LOS. Even worse, the application was so unreliable that sometimes the loan officer wouldn't receive the application at all. "We often heard from borrowers that they completed it," Stevens recounts, "but we didn't always receive it."

It all added up to a lot of wasted time, for both consumers and NBKC's loan officers. Since the application couldn't be trusted to convey information, loan officers often had to ask borrowers the same questions over the phone that the borrower had already filled out in the application.

## The Problem

- Poor customer experience with archaic, unreliable online loan application
- Incomplete solution leads to duplicate work, frustration for both loan officers and borrowers

## The Solution

- Roostify's all-in-one digital mortgage platform improves customer experience and streamlines loan officer workflow

## The Results

- Nearly 100% increase in loan officer productivity since 2014
- Very high application completion rate
- Increased customer satisfaction with online application process

Frustrated, borrowers often abandoned the process entirely. Even for borrowers that persevered, the system was beset with technical issues that sometimes prevented them from signing in at all.

NBKC recognized that this was a serious problem. "We knew that if we wanted to continue to be a leader in our online direct-to-consumer model," Stevens explains, "we needed to step up our game in the application process."

### The Solution

NBKC chose Roostify shortly after a demonstration of the user and loan officer experiences. Says Stevens, "we were blown away by the style and the intuitive workflow that up until that point we have never seen in the mortgage space."

Roostify offered NBKC a highly usable consumer-facing application with a completely online experience. Potential borrowers could fill out a mortgage application in as little as 20 minutes, generating a complete 1003 with

no need for a phone call or other manual intervention from the loan officer. Since the Roostify solution can be white-labeled, consumers applied for home loans as part of a branded NBKC online experience, emphasizing NBKC's leadership in the online arena.

The Roostify solution offered improvement for NBKC's loan officers as well as its customers. "Roostify solved problems we didn't even know we had at the time," reveals Stevens. "One of the biggest selling points for us in 2014 was the creation of a customized required document list. Not every loan application requires the same documents, so being able for it to match the borrower's personal situation with the loan program they were wanting, and giving them this information without needing to ever talk to a loan officer was an outstanding upgrade in our workflow."

Following a process that included vetting Roostify's security process, getting feedback from loan officers, considering the overall cost/benefit and evaluating Roostify's potential as a long-term partner, NBKC signed on as a customer in the second half of 2014.



Dan Stevens,  
VP of Mortgage  
Strategy, NBKC



NBKC Bank is a full-service bank, headquartered in Overland Park, KS. The bank received its charter on March 29, 1999, and today exceeds \$600 million in assets with more than 200 employees, 60 of whom are loan officers. There are five NBKC branches in the Kansas City metropolitan area which provide a broad list of products and services for both personal and business needs.

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## The Results

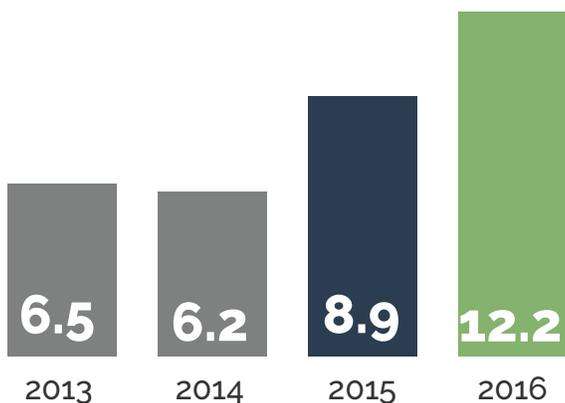
According to Stevens, NBKC's loan officers quickly adopted Roostify as their primary tool for taking an application. The new process was streamlined even further Roostify added deeper integration with NBKC's LOS: "Our internal ease of use got even better with documents automatically uploading into [NBKC's LOS] without any manual loan officer intervention."

With help from the more efficient workflows enabled by Roostify, loan officer work-load capacity increased to the highest levels NBKC had ever seen. NBKC finished integrating Roostify by the end of 2014, during which year it averaged 6.2 loans per loan officer per month. In 2015 that average rose to 8.9 loans per loan officer per month, and in 2016 it rose again to 12.2 – an increase of nearly 100%.

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"There are a lot of moving parts that contribute to that [increase]," Stevens explains, "but having Roostify on board allowing less busy work taking an application, explaining required initial documents, and automation with our LOS is surely a big contributor to that success."

Unlike the days of the unreliable old application system, NBKC now boasts an extremely high application percentage. Even better, this improvement was achieved without imposing a burden on the loan officers. Notes Stevens, "the system works for us to nudge borrowers to finish the app, and the app itself isn't intimidating like other competitors out there that we used in the past."



Average Loans per Loan Officer per Month

After finishing installation of Roostify in 2014, NBKC saw their average loans per LO per month nearly double over the next two years.

Since NBKC's previous solution didn't provide any measurement, there's no exact data on how much things have changed – but it's clear customers are having a better experience. NBKC no longer receives regular customer complaints about their online process, or that online applications have vanished. Stevens explains that "coming to us from the Internet, [consumers] expect us to be super-efficient, and on top of our game at all times. Expectations are super high, and hearing no complaints, and an extremely high usage and completion rate shows us that it's well received by our borrowers."

Overall, Stevens feels the investment in Roostify has been well worth it for NBKC. "We've worked closely with the Roostify team for over two years now, and are pleased every day to have this important part of our business humming. We continue to push the boundaries with automation and integration with all of our software. And we know Roostify shares this ambition."