


Increase Consumer Confidence and Convert More Loan Applications with Secure Tracking and Abandonment Recovery

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- › Apply Your Brand
 - › Track Loan Progress
 - › Monitor Automatically
 - › Receive Notifications
 - › Recover Abandonment

CAPABILITIES

- **Improved Brand Experience:** You have worked hard to build a strong brand presence. FollowThru will carry that brand experience all the way through your Loan Application process, reinforcing brand awareness and confidence.
- **Loan Process Visibility:** Sometimes your online loan application can feel like a black box. 100 applicants go in, only 30 come out. What happened to the other 70? With FollowThru, you can gain insights about every applicant.
- **Automatic Monitoring:** Your time is important. There are no reports to run or spreadsheets to build. FollowThru automatically monitors the loan application process and provides a color-coded dashboard to track each applicant's progress.
- **Realtime Field Tracking:** It is not uncommon for a loan applicant to fill in half a form before giving up. With FollowThru's field tracker, you can know what an applicant entered, even if they don't continue to the next step.
- **Realtime Notifications:** How would you like to know the moment a loan applicant walks away from their application? FollowThru can send you an e-mail or text message as soon as it detects an applicant has abandoned the process.
- **Convert Abandons Into Loans:** Second chances may be rare in life, but are not uncommon with FollowThru. Depending on where a loan applicant abandons, use the FollowThru dashboard to follow up and continue the process.

OPTIONS

FollowThru is available in various flavors, and can be further customized to fit your organization's specific needs. The chart below contains the most commonly chosen options.

	BASIC	PROFESSIONAL	PROFESSIONAL+
Audit your current online loan application process for common errors.	✓	✓	✓
Update your online loan application to be consistent with your brand.	✓	✓	✓
Setup and configuration of the real-time field tracker.		✓	✓
Setup and configuration of the FollowThru realtime dashboard.		✓	✓
Automatic color coding of applications as they progress through the process.		✓	✓
Abandonment notifications via E-mail or Text Message.		✓	✓
Abandonment integration with your current CRM solution.			✓
Complete source code, to make your own extensions to FollowThru.			✓

MORE INFORMATION

Our goal is to keep things easy for you. With our full-service installation services, most organizations are up-and-running with the FollowThru software within a week of sign-up.

We would love to answer any questions you might have about how FollowThru works, and how it can help your organization.

To request a demonstration of the FollowThru system, please send an e-mail to sales@wetap.com, or give us a call at 971-59WETAP (971-599-3827).

A typical, unbranded Online Loan Application. Some applicants feel uncomfortable sharing personal information on a web page that looks like this.

Once common errors are alleviated and consistent brand styling has been applied, applicants can be more comfortable that their information is safe.

Status	IP	Last Step	Create	Update	Min Act	Min Inac
Completed	24.20.37.32	Auto New Results	Apr-03, 08:59 PM	Apr-03, 09:02 PM	3	13881
Initiated	75.148.55.126	Apply Here	Apr-03, 03:35 PM	Apr-03, 03:35 PM	0	14208
Abandoned	75.148.55.126	Auto New General Disclosure	Apr-03, 03:01 PM	Apr-03, 03:01 PM	0	14242
Rescued	75.148.55.126	Apply Here	Apr-03, 09:48 AM	Apr-03, 09:48 AM	2	14054
Completed	24.20.37.32	Auto Used Applicant	Apr-01, 08:07 AM	Apr-01, 08:11 AM	5	17532
Rescued	24.20.37.32	Apply Here	Apr-01, 08:06 AM	Apr-01, 08:11 AM	5	17532
Abandoned	50.53.54.86	Share Secured Loan Authorize and Submit	Mar-31, 10:16 PM	Mar-31, 10:16 PM	2	18125
Abandoned	50.53.54.86	SV Used Fraud Authorize and Submit	Mar-31, 10:14 PM	Mar-31, 10:16 PM	2	18127
Abandoned	50.53.54.86	SV Used Fraud Authorize and Submit	Mar-31, 10:10 PM	Mar-31, 10:13 PM	4	18130
Initiated	24.20.37.32	Apply Here	Mar-31, 09:07 PM	Mar-31, 09:07 PM	0	18196
Initiated	50.53.54.86	Apply Here	Mar-31, 08:17 PM	Mar-31, 08:17 PM	0	18246

As applicants progress through the Loan Application, you can view their progress using the realtime dashboard. Click on any application to see any information entered, as it is being entered.



An American Company Doing Amazing Things!

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