FINASTRA

Lending

Factsheet - Data Insights for Originate Mortgagebot and MortgagebotLOS

Data Insights for Originate Mortgagebot and MortgagebotLOS

Unlock deeper borrower insights to boost acquisition, refine outreach, and strengthen performance across the lending journey.

Data Insights empowers organizations to attract and grow their customer base while strengthening operational excellence. By combining insights from borrower behavior, application flow, and system utilization, teams gain a holistic view of performance across both the customer journey and internal operations. With full drill-down capabilities, you can extract, analyze, and explore data to uncover patterns, opportunities, and areas for optimization.

Attract and Grow
Data Insights helps organizations better understand applicant behavior and identify opportunities to enhance marketing, engagement, and borrower acquisition strategies. By monitoring application trends and borrower demographics, teams can refine outreach, support conversion rates, and build stronger pipelines.

Optimize Customer Experience and System Utilization
With visibility into workflow patterns and system touchpoints, Data Insights enables organizations to streamline processes, improve borrower experience, and ensure technology is being used effectively. By eliminating friction points and highlighting optimization opportunities, teams can improve outcomes without sacrificing quality.

Insightful borrower data

Peer benchmarking

Easy to action dashboards

INNOVATING FINANCE TOGETHER

Mortgagebot Data Insights is available for both Originate Mortgagebot and MortgagebotLOS

MortgagebotLOS Data Insights

MortgagebotLOS Data Insights focuses on operational performance and system utilization. It provides visibility into:

- Peer benchmarking
- Loan conversion trends
- Time-to-close metrics
- Branch and loan officer activity
- Investor and rate insights

Originate Mortgagebot Data Insights

Originate Mortgagebot Data Insights centers on borrower activity and front-end application performance. It offers clarity into:
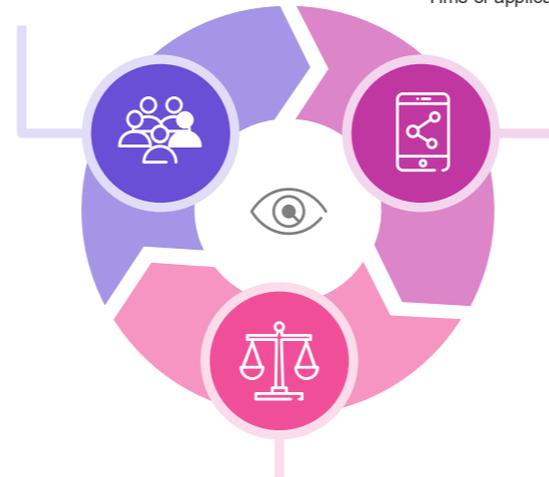
- Peer benchmarking
- Export functionality
- Application exit points
- Borrower demographics
- Application channel usage
- Submission timing patterns
- Credit score and loan-to-value distributions

Originate Mortgagebot Data Insights

Evaluate your borrower behaviour to optimize your system and focus marketing efforts

Marketing targeting
Average borrower age
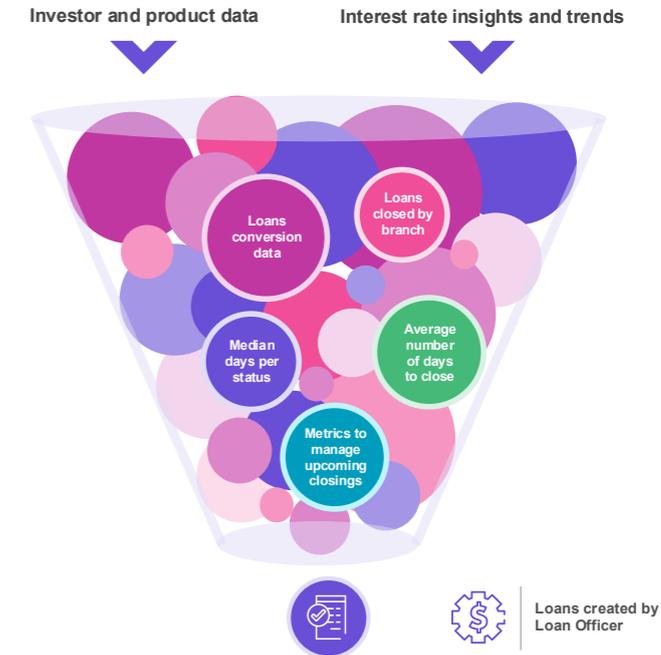Geographical heatmaps
Loan to value ratio

System optimization
Application channels utilized
Time of application submissions

Understanding borrower behaviours
Conversion rates
Application exit points
Point of sale underwriting

MortgagebotLOS Data Insights

Inform sales and operations teams with aligned outcomes to drive better efficiency

Investor and product data

Interest rate insights and trends

Loans conversion data

Loans closed by branch

Median days per status

Average number of days to close

Metrics to manage upcoming closings

Loans created by Loan Officer