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SUCCESS STORY

Major Mortgage Company achieves 127% ROI and increases customer satisfaction by 31% with Extranet Site

CLIENT: HomeBanc Corp. is the parent company of HomeBanc Mortgage Corporation, a mortgage banking company that focuses on originating purchase money residential mortgage loans in the southeast United States. For more information about HomeBanc Corp., HomeBanc Mortgage Corporation or the Company's mortgage products, contact HomeBanc at <http://www.homebanc.com>.

CHALLENGE: HomeBanc needed to increase customer satisfaction and process a high volume of loan documents quicker and without increasing expenses.

SOLUTION: DALCO created a full service Extranet site to allow existing and new customers to securely access their loan documents, processing status and online collaboration.

RESULTS:

The DALCO team led by a Six Sigma black belt achieved the following results:

- Increased customer satisfaction 31%
- Decreased customer service headcount by 42%
- Improved mortgage sales consultant productivity by 26%
- Decreased sales cycle time by 48 hours
- Decreased DSO by 9.2%
- Project was completed on schedule and under budget
- Overall ROI for this project exceeded 127%
- All security parameters were certified for GLBA and Sarbanes -Oxley compliance