

Automate your customer communications

Integrated communications tools for email, SMS, and direct mail at your fingertips.

Engage customers effectively with LoanPro's Communications Suite. Our Base Communications Suite includes email and allows for webhook integrations, enabling you to connect your existing SMS or direct mail tools seamlessly. To enhance your capabilities, you can also add on our Interactive SMS and Smart Mail House tools for a more comprehensive approach to customer communication.

With our customizable templates, you can automate communications to your preferred cadence and configuration rules, while ensuring compliance with regulations—including SCRA, Bankruptcy, UDAAP, TILA, TCPA, and others.

Our Base Communications Suite includes:



EMAIL

Create highly personalized email campaigns that adapt to each borrower's specific needs, powered by borrower triggers and dynamic content.



WEBHOOKS

Integrate your preferred SMS and direct mail tools using webhooks, enabling a fully customized and cohesive communication strategy.

Enhance your communications with these add-ons:



INTERACTIVE SMS

Engage borrowers with real-time, two-way texting to enhance responsiveness and overall satisfaction.



SMART MAIL HOUSE

Automate personalized, trackable direct mail, ensuring that your communications not only reach but also resonate with your audience.

Our Communications Suite can optimize every stage of the loan lifecycle

ORIGINATION

Send disclosures about a loan or line of credit to promote financial literacy or meet Truth-in-Lending Act requirements.



SERVICING

Keep customers informed with account statements and payment reminders, reducing the volume servicing calls.

COLLECTIONS

Contact customers through multiple methods to remind them of past due balances, ways to pay, and hardship options, to keep loans top of mind and decrease delinquency rates.



PAYMENTS

Automate payoff statements or market new loan options as existing loans come to a close, seizing opportunities to extend customer relationships.

LoanPro's Communications Suite strengthens the relevance and timeliness of your interactions, empowering you to build stronger, more informed relationships with customers—all while maintaining strict compliance.

Overview by channel

Base suite: Email

LoanPro's email tool offers a streamlined process for sending personalized emails to customer, using saved forms and customizable variables to enhance communication efficiency. Whether you're sending emails manually by selecting a group of accounts, individually from within an account, or through automated setups, the system allows for easy management and execution of communication strategies, ensuring that each message is tailored and timely, directly addressing the unique needs of each customer.

White-label templates

Specify layouts, colors, fonts, images, and more to create effective and branded communications.

Dynamic content

Use variables and form logic to personalize each email to specific customers and loans.

Custom triggers

Choose to send communications when a specific event occurs, or create your own send triggers to enhance interactions with customers.

Base suite: Webhooks

Webhooks facilitate seamless integration with external systems, enabling real-time actions and data synchronization whenever specific customer events occur within LoanPro. This automation extends the functionality of your existing tools, while ensuring adherence to regulatory standards.

Add-on: Interactive SMS

A well-designed SMS strategy can have a meaningful impact on reducing delinquencies and defaults. With LoanPro's Interactive SMS, you can automate SMS reminders and enable dynamic two-way texting between agents and customers. SMS messages have an open rate of over 95%, making these reminders far more likely to be read than those sent through other digital channels.

Event-driven messaging

Enable SMS to be sent out when specific events occur or conditions are met, ensuring timely and relevant communications.

TCPA compliance guardrails

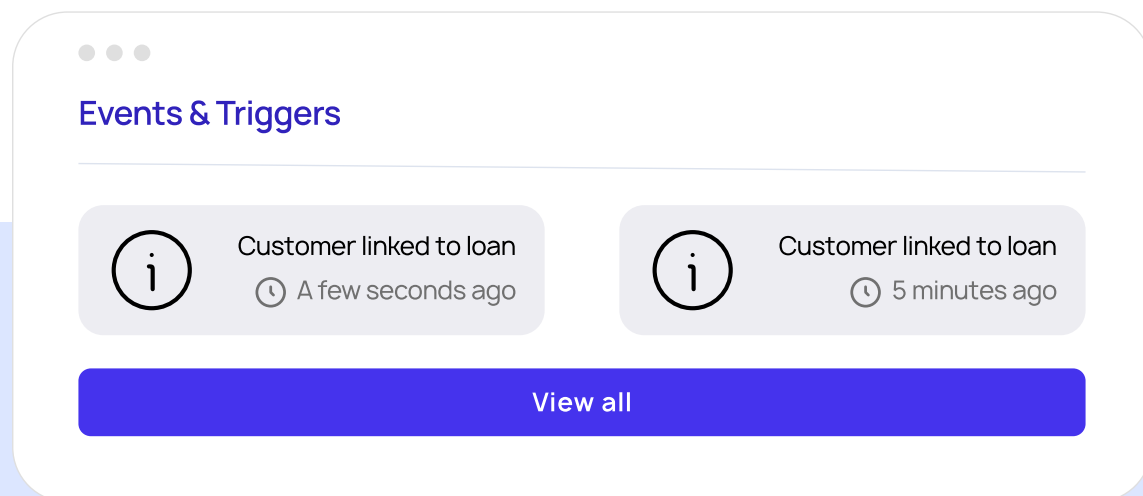
Effortlessly manage the opt-in process, with automations to send opt-in texts and record responses before sending further communications to customers.

Do-not-disturb windows

Stay on your customers' good side by delaying text messages during late hours in their time zone, and automatically sending them out later.

Instant notifications

Agents are alerted when customers reply in a view that integrates seamlessly with tools for loan modifications and scheduling follow-ups.



Add-on: Smart Mail House

LoanPro's Smart Mail House lets you create low-cost, automated custom mailers that will represent your brand well. The open rate for mailers is over 40%, making it almost twice as likely to be seen as email. Whether sending required disclosures to lower compliance risk or promotional offers to keep your customers coming back, LoanPro has you covered.

Template customization

Adjust pre-built templates or create new ones that include variable data fields directly in LoanPro or Microsoft Word, ensuring personalized, white-label communications for each recipient. We built templates for:

- » Hardship programs
- » Promotions
- » Repeat lending opportunities
- » SCRA
- » TILA
- » CARD Act
- » GLBA
- » CCPA and similar privacy laws
- » FCRA
- » TCPA
- » EFTA
- and more

Comprehensive mail tracking and options

Track every piece of mail from dispatch to delivery with detailed status updates, ensuring visibility and control over your direct mail communications.

Here's a breakdown of our mailing options:

Size	Color	Paper type
8.5 x 11 inch paper	Black and white or color printing	Thick, high-quality paper in glossy and velvet finishes
Turnaround	Mailing	Other options
Next day shipping available (pending artwork submission before 10 a.m. PT)	Standard class mail, first class, international first class, or certified mail	- Single and double-sided printing available - Add perforation and include a return envelope