



Customer Success Story

Countrywide Home Loans

Improving Customer Relationships in the Retail Channel

Dorado Retail ChannelMaster™ provides Countrywide's rapidly expanding network of loan officers and branch managers with personalized Web sites, accessible by consumers, real estate professionals, and homebuilders. By improving communication and collaboration between consumers, business partners, and Countrywide sales personnel, Retail ChannelMaster helps Countrywide provide superior customer service.

"Countrywide prides itself in providing a superior online experience to customers who access us through our personalized Web pages," said Bruce Cornelius, senior vice president of Countrywide Home Loans. "To maintain maximum business flexibility in meeting the needs of customers, we decided to outsource the development and hosting of consumer-facing Web sites for our fast growing retail channel. We had a high standard to meet and equally high expectations of the vendor. We chose Dorado because of their impressive track record in implementing retail mortgage solutions, the ease of use of their product, and the increased flexibility that their Web services-based solutions offer our customers."

The Perfect Solution for Joint Ventures

Countrywide has also selected Dorado ChannelMaster to provide Web sites for their affiliate partners. The sites will enable Countrywide's partners, including home builders and realty companies, to provide private-labeled, personalized mortgage origination services to their customers.

Building distribution channels for mortgage origination presents a twofold challenge. First, banks must be able to provide all of their origination software and services to a partner company while enabling that partner to maintain unique branding and look and feel. Second, the distribution partner must enable the partner's loan officers to have their own Web sites while maintaining compliance with current privacy, security, Real Estate Settlement Procedures Act (RESPA), and other banking regulations across the entire channel. With its built-in security, privacy, and branding capabilities, Dorado ChannelMaster offers lenders critical advantages for attracting and retaining partners.

"ChannelMaster is the perfect solution for our joint venture partners because it enables us to centrally maintain and distribute site content and branding," added Cornelius. "At the same time, our partners minimize the risks and share the rewards of mortgage banking by leveraging Countrywide's reputation of operational excellence."

Countrywide branch managers and loan officers are now using Countrywide's personal Web pages to introduce themselves to consumers and essential business contacts. From color photos to customized biographies, they have found creative and effective ways to strengthen their recognition and distinguish themselves in the marketplace.

Oliver Oliquiano, Countrywide's external home loan consultant sales manager at Branch 69 in Hilo, Hawaii, views his Web page as a valuable addition to his marketing arsenal. "For any business tool, whether it's a business card, flyer, name tag, etc., the value comes from its use. I'm marketing my site in radio and newspaper ads and I've added it to my business card and my outgoing e-mail signature. I'm getting great exposure, and I bring value to my realtor associates by enabling them to tap into my high exposure by sharing links between our sites through the Resources feature."

"Realtors love my Web page," Oliver attests. "They think it looks great and they find that it's user-friendly. They like the convenience of calculators they can access at their desk without calling me. And they tell their customers about it. When realtors are excited, customers will visit it."