



# Enhance lending operations by linking Empower® and Salesforce

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KPMG has the depth of experience with Empower®, Dark Matter Technologies’ Loan Origination Platform, and Salesforce to help your bank successfully integrate these two core systems and provide: more focused campaign spend, upgraded customer service and capabilities, enhanced pull-through and closed loans.

## Direct Integration of Empower® to Salesforce

### Your Customer Information Pushed from Salesforce to Empower®

Allows a new loan application to be started with the customer information already completed, such as an existing auto loan customer applying for a mortgage

### Qualification and Discount Pushes

With pre-populated application, it’s possible for Empower® to provide pricing discount options and pre-approvals to be provided to the customer or the Mortgage Loan Officer



### Direct Record of the Success of the Campaign

Post-close data can push back to Salesforce to illustrate the success of the campaign

### Servicing Enhancements

Interest rates are on the rise. As adjustable-rate mortgages (ARMs) reset to a higher rate, Empower® can push a task to Salesforce as a reminder to Loan Officers to engage the client



### Enhanced Customer Capabilities

- Give your borrowers access to a self-service portal through Salesforce Experience Cloud and access to agents to resolve issues quickly through servicing



### Continue the Connection Post Close

- Salesforce Marketing Cloud to keep your borrowers informed on your offerings and industry news
- Become a top-notch Service provider by giving your borrowers a curated experience through call, chat and email



### Increase Productivity and Flexibility

- Leverage Salesforce AI to automate administrative tasks and suggest next best actions based on data
- Leverage the Salesforce mobile app to see where a loan is in the process and add notes when meeting with borrowers

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