



Providing reassuring service during times of uncertainty

Blend's Brandon Hoyle joined Dale Vermillion, president and CEO of Mortgage Champions, to dive into the emotional and economic impact lenders are facing. The two have gathered feedback directly from the teams bravely tackling these challenges to round up best practices. Read on to explore what's working, what isn't, and how you can position your team for long-term success.

Overview

- Success for lenders directly correlates with emotional care
- The tools that have worked before still work today
- Overemphasizing communication can mitigate some challenges
- Ultimately, find strength in the community working together

Today's consumers are facing two major areas of fear: emotional and economic ... these are the two areas we need to be addressing as we're working with customers today.

Dale Vermillion

President and CEO of Mortgage Champions

Of all the industries challenging the economic hurdles stemming from pandemic shakeout, the mortgage industry remains one of the most well-equipped to weather the storm. Importantly, this provides an opportunity for lenders to offer consumers a fundamental and reassuring service during a time defined by uncertainty.

To help support that customer-focused mission, Hoyle and Vermillion discuss several tools at lenders' disposal. According to the two, it will take a combination of practical strategies and emotional strength to best serve customers in today's climate.

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1. Seizing today's opportunities

Amid uncertainty hides opportunity. Lenders can provide immense value by focusing on serving the consumer.

- Put “two hands on the wheel,” balancing emotional and financial care
- Proactively nurture relationships; prioritize connection over progress
- Lead with compassion — then follow with tangible solutions
- Be the financial superhero consumers need
- Focus on strategies that provide long-term support, not just forbearance
- Set clear expectations around what is and isn’t possible given the current realities
- Tap into technology that minimizes busywork so you can focus on being there for your customers

2. Strategies for success

Unfamiliar working conditions are exacerbating the challenges we all face. Success comes from sticking with what works.

- Remain disciplined; at-home work can mirror your typical work routines
- Take time to plan and prioritize each day
- Multitasking is a productivity killer; block times to batch your work
- Staying on top of your communication can be challenging; use autoresponders to maintain connection while leaving breathing room
- Take a lesson from tech and work in “sprints”

3. Communicating effectively

When times get tough, the basics can fly out the window. Stay connected with the effective communication techniques you have built your success on.

- Find space for compassion in every interaction
- Overcommunicate; frequency is key in times of uncertainty
- Focus on the benefits of actions to encourage buy-in
- Utilize both audio and video conversations to mirror our “normal”
- Remain connected to your team as well

3. Staying positive

Seek out the tools at your disposal that support positivity, and above all else, remember that we’re here for each other.

About Blend

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