

# SCREEN POPS

“May I have your loan number please?” is not the most pleasant way to start a call after your IVR system has already asked your customer to enter the same number when they called. Screen Pops can help!

## Why Screen Pops?

Lender Processing Services (LPS) offers screen pops as part of its integrated telephony integration solution. Screen pops enable businesses to increase their customer service without expanding their customer service department.

Studies show that an average of 15 to 20 seconds of every call is wasted when a customer service representative has to ask a customer for the loan number. The amount of time wasted continues to increase when a call is transferred internally to another representative who has to repeat the request for the loan number and wait for the information to appear on the desktop.

## Screen Pops and LPS Director – Save More Time

With screen pops, your phone system is linked with your IVR system, which then interfaces with the LPS servicing package, MSP, and other LPS solutions such as Director. Customers are asked to enter their loan number via their phone keypad when they initially contact your call center. For customers who opt out of the IVR system and want to speak directly to a customer service representative (CSR), the loan number they entered is matched with the caller’s account information.

The information for that loan number is then “popped” on the representative’s computer screen. When used in conjunction with Director, the system sends the loan number to the desktop and opens a customized view of that caller’s loan information, called a Loan Snapshot. In short, customers do not need to be asked again for their loan number, and the information necessary to answer the majority of the customer’s questions automatically appears on the CSR’s desktop.

## Additional Options

How do you make sure you are receiving the maximum benefit from your call center? LPS offers a host of computer telephony integration reporting options to manage and enhance your call center’s productivity:

- CTReport collects and stores detailed call information from your phone switch, then continuously organizes it to give clear, comprehensive historical reports. CSR information is also available via CTReport, which includes information such as all calls sent to a CSR with Automatic Number Identification (ANI), Dialed Number Identification String (DNIS), account number and time stamp. The CTReport allows for an increase in productivity by enabling you to make better staffing decisions and identify the most efficient CSRs.



- CTVView allows managers and supervisors real-time access to CSR View Lists from their own workstations. This enables them to see each CSR's current queue assignment, current call status and the lapsed time spent in that function. This feature has multiple views, allowing managers to track the productivity in the call center, which enables them to identify CSRs who are doing an outstanding job and those who need additional training or motivation.

## Benefits

### Increased Productivity

- Reduces costly CSR time by up to 20 seconds per call, over calls in which customers are asked for their loan number
- Reduces requests for redundant information
- Routes calls intelligently

### Examples of Screen Pops Economics

| Function                         | Without Screen Pops |
|----------------------------------|---------------------|
| Average time for CSR to get SER1 | 15 sec              |
| Number of daily calls per CSR    | 100                 |
| Seconds lost per CSR per day     | 1,500 sec.          |
| Converted to minutes per day     | 25 min.             |
| Times the number of CSRs         | 40                  |

**TOTAL CSR TIME WASTED EQUALS 16.67 HOURS EVERY DAY.**

### Improved Customer Service

- Reduces customers' frustration because they no longer have to repeat information when they reach a CSR or when they are transferred to a different department.

- Increases customer satisfaction because callers can receive answers to their questions more quickly and will receive consistent answers from the Director SnapShot.

### Increased Management Control

- Provides detailed reporting on all call activity
- Tracks CSR activity, including talk, wrap, hold, ready and not-ready time
- Compares CSR performance against call center averages
- Provides easily customized reports
- Features real-time views of call center activity
- Enables managers to view a summary of CSR activity over selected time interval
- Enables managers to pinpoint and address problems quickly

## About LPS' MSP

LPS' comprehensive, leading-edge servicing technology, MSP, gives servicers the ability to automate all areas of loan servicing, including loan setup and maintenance, customer service, cashiering, escrow administration, investor accounting, default management, corporate accounting and federal regulatory reporting. More mortgages are serviced on MSP than any other servicing system.



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