



Solutions for Business



CASE STUDY

ELECTRONIC "SMART" MORTGAGE APPLICATION

La Trobe Financial Services Group

Challenges

- ❑ Develop a mortgage application form that meets the clients' needs, from simple applications through to more complex and lengthier forms.
- ❑ Some applications arrived with missing information or multiple forms needed to be used.

Solution

- ❑ Avoka builds and implements a customer-centric electronic "smart" form solution using Adobe LiveCycle Form software.

Results

- ❑ Overcomes the perennial problems of illegible writing and incorrect or incomplete information.
- ❑ Minimizes rework and follow up with forms.
- ❑ Numerous types of applications are integrated into one.
- ❑ Effective marketing tool for La Trobe Financial.
- ❑ Provides an innovative feature on the website.
- ❑ Positions the company as one that keeps abreast of new technology and at the leading edge.

An Industry First

In the highly competitive mortgage and financial services sector, any point of differentiation has immense marketing value. Victorian based La Trobe Financial has jumped ahead of the competition by offering an electronic "smart" mortgage application, developed by Avoka Technologies.

Since its inception in 1952, the La Trobe Financial Services Group has provided traditional and innovative financing programs that are a unique blend of simplified underwriting and loan structuring experience. It prides itself on tailoring lending and investing programs to customers who prefer streamlined documentation and processing.

So it is no surprise that La Trobe Financial was the first company in Australia to develop an electronic mortgage application for use by financial brokers.

The Brief

The SmartForm needed to meet all clients' needs from simple applications through to more complex and lengthier form applications. As La Trobe Financial is currently building a new core technology platform, the SmartForm will be used initially as a marketing tool and have the ability to integrate with the new backend system in the future.

A Smarter Solution

The SmartForm allows financial brokers to enter all the data electronically, save the form to their computer and print it for submission. The form also enables brokers to enter multiple applicant details, including guarantors and properties within the one application.

The solution also addressed the ongoing challenge of applications arriving with limited information. In the past this meant La Trobe Financial needed to go back to clients and brokers for this information which created delays in the processing of the application. With data validation on the SmartForm, the broker now handles this at the point of data collection.



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"We are very pleased with the result – Avoka delivered a timely and efficient business solution and we were able to benefit from their extensive knowledge and expertise with SmartForms. We consider this an exciting new offering to our brokers and it gives us something new in a competitive marketplace."

Iain Pepper, Executive Head of Operations, La Trobe Financial Services Group

The SmartForm has the capability for:

- ☑ Multiple applicants
- ☑ Entering of multiple guarantors and properties
- ☑ Saving data
- ☑ Pre-population of the application

The SmartForm was developed using the Adobe LiveCycle Form software and leverages the use of the free ubiquitous Adobe Reader.

La Trobe Financial said that partnering with Avoka led to the project being delivered on time and efficiently. As one of Australia's leading providers of SmartForms, Avoka was able to leverage its expertise and experience to come up with creative ideas and suggestions on how to improve the form's functionality.

Key Benefits

- ☑ The introduction of the SmartForm has overcome the problems of illegible hand writing and incomplete information and therefore minimizes the reworking and follow-up needed to be undertaken by La Trobe.
- ☑ Brokers also save time because the SmartForm integrates numerous different types of applications into one.
- ☑ Customer service is enhanced as brokers can pre-populate applications and the form can be expanded based on the clients' requirements.

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