



Westlake Financial®



Leading Auto Lender Achieves 94% eSignature Conversion Rates



Background

Top Auto Finance Servicing Team Seeks Continued Innovation

Westlake Financial is a respected leader in the automotive industry, servicing thousands of customers across America. The company's growth is attributed to its adoption of innovative solutions that streamline sales and service operations.

The company's SVP Collections, Brian Renfro was looking to harness intuitive digital tools to improve servicing while ensuring full compliance and retaining customer satisfaction.



Challenge

Collecting eSignatures on Loan Extensions & ACH Authorizations in Real Time



To ensure full compliance and a stellar customer experience, the servicing team needed a solution that could ensure immediate filling and signing of extensions, modifications and ACH authorizations in real-time — while the service representative was on the phone with a customer.

Westlake's servicing team's success relies on delivering **world-class service as efficiently as possible**. This includes completing servicing requirements such as collecting customer signatures on loan extensions, modifications and collecting completed ACH forms from customers quickly and efficiently.



Turnaround
Time



Full
Compliance



Customer
Satisfaction

Solution

An Intuitive, Mobile Customer Experience

Westlake Financial implemented Lightico's mobile-first platform to accelerate and improve service processes.

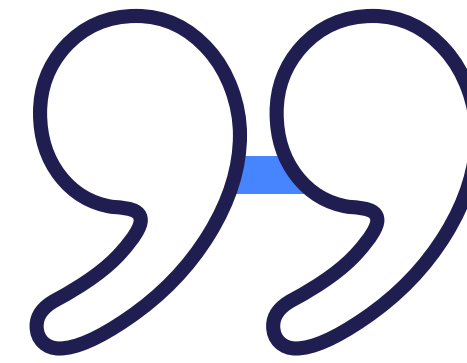
The solution enables their service representatives to instantly collect signatures on extensions and fully complete ACH forms via a simple text message sent to the customer's mobile phone by the agent during a call.



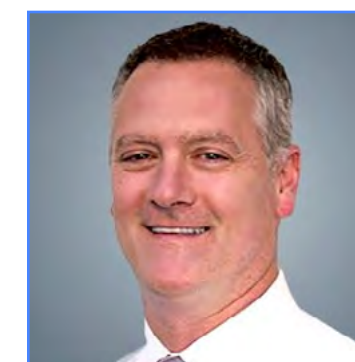


Using Lightico's intuitive interface, customers can now complete and sign forms in seconds without waiting for emails, or using a printer, scanner or fax.

Since adopting the technology, reps no longer have to spend their valuable time chasing missing signatures and reworking incorrectly completed forms. As a result, servicing has become much more efficient and Westlake has strengthened its reputation as a leader in the automotive industry.



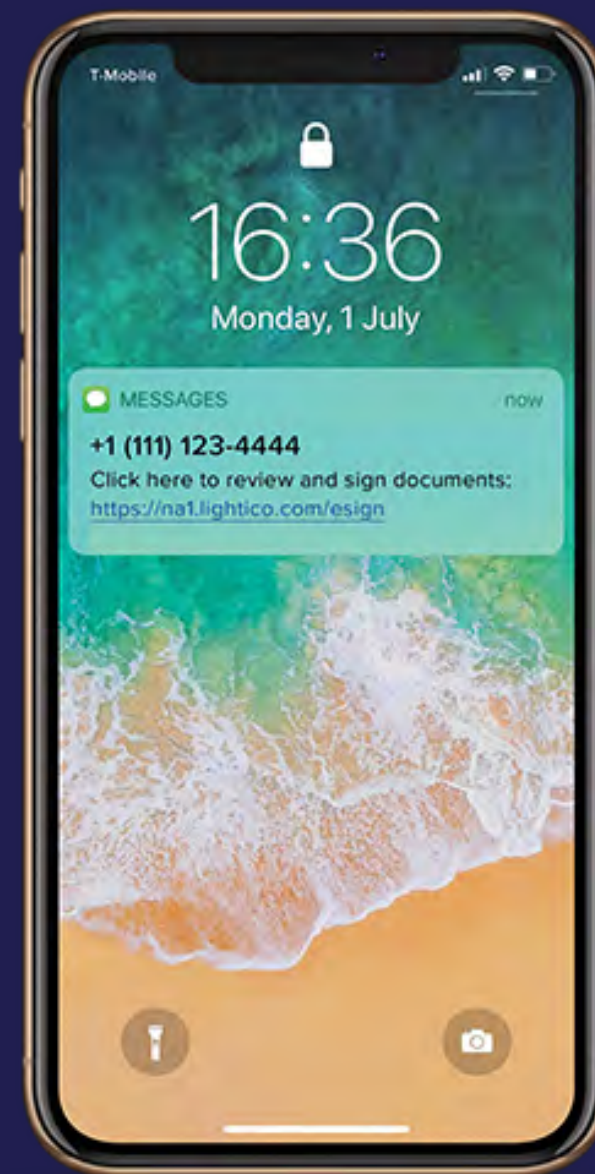
*“Since implementing Lightico’s solution, we’ve been able to drastically improve service efficiency. Thanks to the instant, digital channel agents are able to **collect ACH forms from customers in under 30 minutes**. We’re proud to be working with one of the most innovative technologies on the market to deliver world-class service to thousands of auto finance customers across America.”*



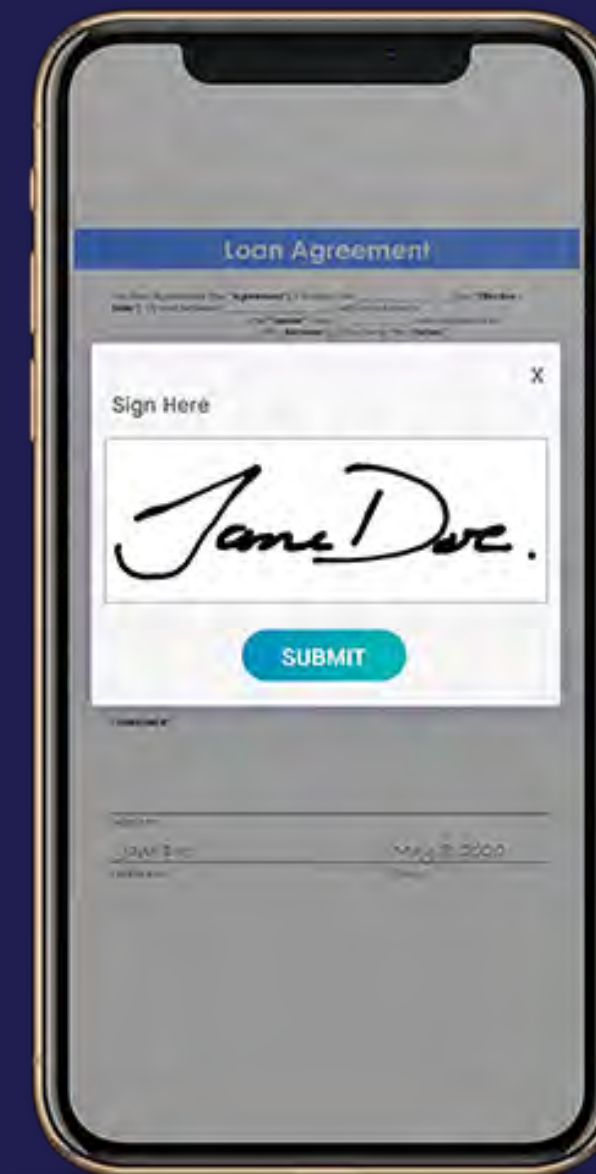
Brian Renfro
SVP Collections
Westlake Financial

How it Works

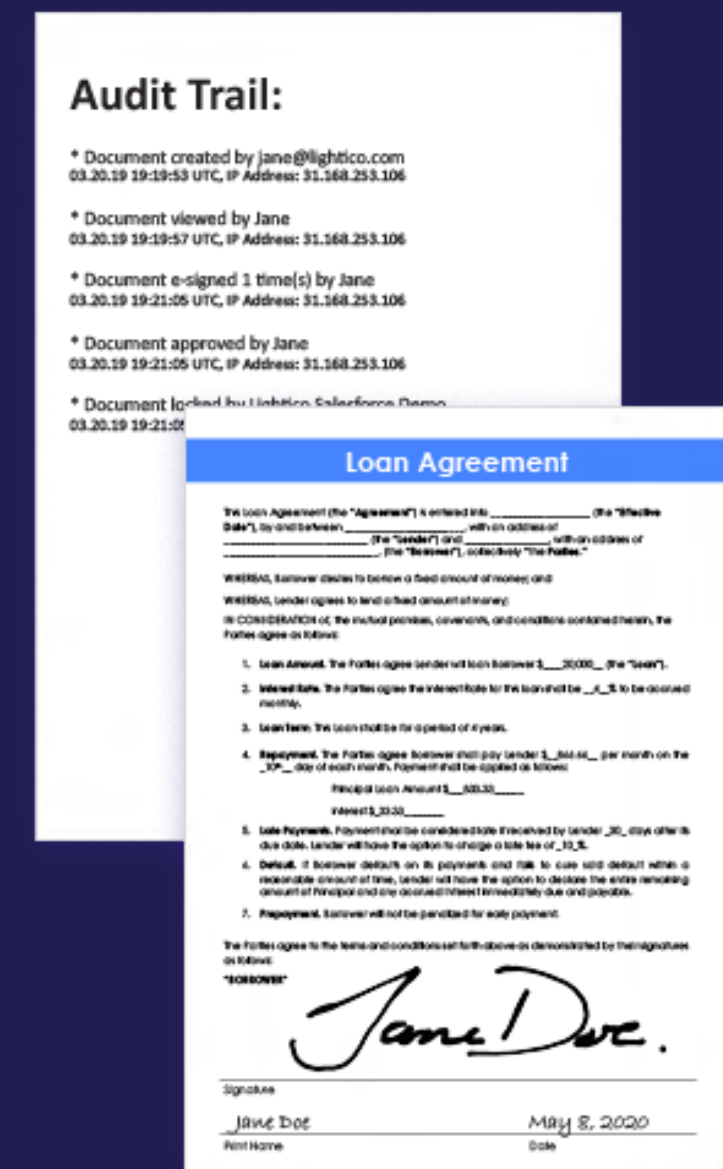
Lightico converts clunky PDF loan extension agreements and ACH forms into mobile-friendly forms, which can be filled and signed on the spot with finger swipes. The completed digitized documents are securely stored with the rest of the customer documents and records on Westlake's CRM.



1. Customer receives a text message with a link to the document to sign.



2. Customer reviews and electronically signs the document with a finger swipe or typed signature.

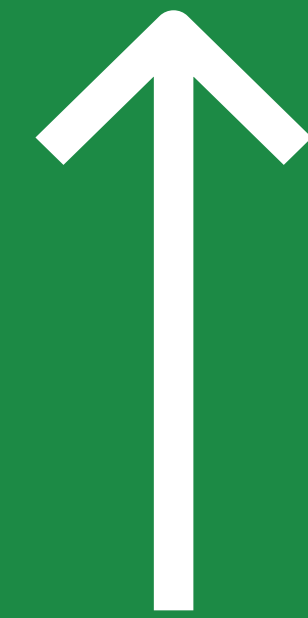


3. Electronically signed documents are stored securely in the CRM with a legally-binding, time-stamped audit trail.

Service Approach

Technology & Service Combined

The Lightico account manager handling Westlake's account not only got the account set up and integrated quickly, but was able to analyze and identify inefficiencies in processes to optimize the agent's workflow to maximize conversions on ACH forms and extension agreements sent to the customer via text message.



91%
Conversion rates
(Up from 55%)



Business Impact

Thanks to the speed and intuitivity of Lightico's real-time text messaging solution, **over 90%** of documents sent to customers via Lightico are completed by customers **within 30 minutes** of the initial request.

As a result, servicing processes are more efficient, customers remain loyal and Westlake Financial has strengthened its reputation as a forward-thinking, innovative auto lender.

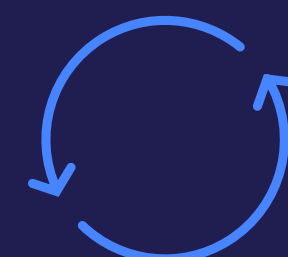
The company is now looking into leveraging the Lightico's digital platform across other parts of its business.

Key Results



30 Mins

Loan Extension Avg. Turnaround Time



91%

ACH Form Conversion Rate



High Customer Loyalty



94%

eSignature Conversion Rate on Extensions

”

“We are proud of our close partnership with Lightico. Their technology has made an incredible impact on our operations, bottom line and customers. Our collaboration is anchored in the combination of a strong business relationship and their unparalleled technological capabilities. We look forward to driving more business growth together.”



Brian Renfro
SVP Collections
Westlake Financial

Now More Than Ever, Support Your Customers Remotely

Instantly collect eSignatures,
forms, documents & payments

[Try the Interactive Experience](#)



Lightico

First Name: Jane

Last Name: Doe

Phone: 432 536 0001

Email: janedoe@gmail.com

Signature:

Jane Doe.

SUBMIT

About Lightico

Lightico digitally transforms connections between businesses and their customers, making the experience effortless, efficient, and unforgettable.

With Lightico, sales and service agents can instantly collect eSignatures, documents, payments, and verify ID in real-time, straight from customers' mobile phones.