

FinLeads

Salesforce® based customer engagement and acquisition platform

Improve Top of the Funnel | Sell Better

- Orchestrate sales and marketing activities
- Run highly targeted campaigns
- Generate, capture, and nurture leads directly into FinLeads
- Automate lead assignment with intelligent algorithms
- Engage leads at early stages
- Refunnel existing customers with retention alerts

One-stop-shop solution for loan officers, sales, and marketing



Streamlined funnel
management



360° view of loan operations
and transactions



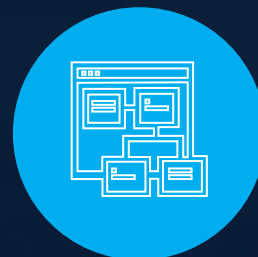
Real-time analytics



Customized workflow
for channel models



Automated reporting
and dashboards



POS features for active
loan application
management



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