

# Auto Refi Platform

## INTRODUCTION

Founded in 2006, iLendingDirect is an award-winning automotive financial solutions company that provides automotive refinancing to consumers in markets nationwide. Through strategic partnerships with credit unions, banks, and other financial institutions across the country, iLendingDirect offers competitive interest rates on auto loans and creative financing and refinancing solutions to thousands of consumers each year.

**Technologies Used:** ASP.NET MVC framework, Azure Cloud Services and integrated Agile development, Event Store, a functional database and service bus architecture design to improve the Lead to Loan process.

## CLIENT CHALLENGE

iLendingDirect set out to modernize its existing loan application process which had numerous manual components with the goal of increasing the depth of features, create an improved user experience for both agents and end-customers, boost performance, and lower operations and maintenance costs. To that end, in 2017, they started working with a third-party development partner on a web application. It became clear after some months that the project was failing in numerous areas – development timeline, budget, features, and performance. iLendingDirect brought in the TechFabric team to evaluate what had been built, and to partner with the internal team to reimagine the solution and identify a way forward that would achieve the original goals as well as be improved upon over time.

## High Stakes Market with Complex Processes

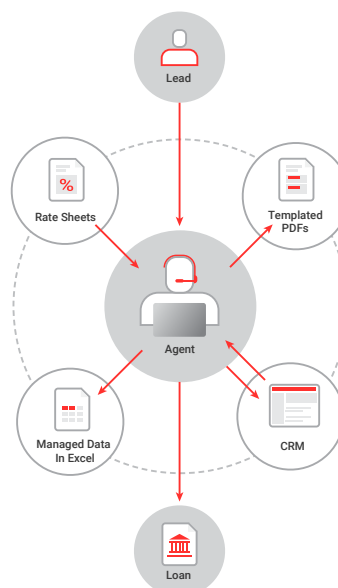
Auto refinance is a high stakes market as auto loan balances continue a six-year upward trend, growing by \$23 billion in the second quarter of 2017 alone, according to the Federal Reserve Bank of New York. Auto refinancing is also a complex process that requires an agent to access & manage information from diverse sources. This may involve access to leads, customer credit history, vehicle pay off, vehicle valuation, auto warranty, GAP, lenders, digital signatures, document generation, and the like. It also requires a CRM tool & Communication System (Phone, SMS & email) to manage various steps in the process and to handle customer communication, document management, and profile development. Adding to these challenges for TechFabric was the fact that each iLendingDirect lending partner had a different set of criteria for applicants.

## SOLUTION

### Improving the Lead to Loan Process

To accommodate iLendingDirect’s customer-focused business strategy, TechFabric helped develop the Auto Refi Platform (web application) using the ASP.NET MVC framework, Azure Cloud Services using an integrated Agile development process.

The application, which went live in April 2018, is designed to accommodate the continuously changing workflow and help iLendingDirect’s call center agents turn potential leads into loans. The Auto Refi system includes features such as real-time web-based chat built using Twilio. TechFabric helped in further improving the application by suggesting the client use Event Store, a functional database, and service bus architecture design to improve the Lead to Loan process.



### Old Manual Process

#### Pain-Points Include:

- Higher risk of manual entry errors
- Time consuming process
- Longer on-boarding time for new agents

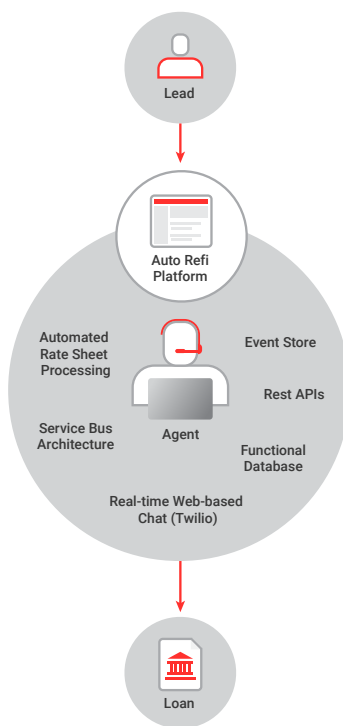
“Our loan consultants are able to provide customers loan options far more quickly and accurately than before.”

Mark Lindley – Managing Director of Information Technology and Systems

“With our manual system, our loan consultants had to understand partners’ rate sheets and all the rules that went into these rate sheets and how they process loans,” said Mark Lindley, Managing Director of Information Technology and Systems. “Now that we’ve automated a lot of this, not only have we been able to cut down on our agent onboarding time, but because the system already has access to the current rate information, our loan consultants are able to provide customers loan options far more quickly and accurately than before.”

The data (leads) received from various sources are imported into the Auto Refi Platform using REST APIs. TechFabric helped in the successful migration of highly secure data from on-premises (SQL Server database) to Azure Cloud database and setup CI/CD for code management using VSTS.

The original process required agents to manually enter information from the CRM to make a request once the information was available, they then had to update it in the CRM manually. Agents also had to create PDF documents from templates and manage external data (outside the CRM) in Excel files. Managers were also tracking & managing reports in Excel outside of the CRM. Automating the system would significantly accelerate the approval process while reducing the risk inherent in all manual processes.



## New Automated Process

### Benefits Include:

- Real-time chat with leads
- Automated Rate Sheet Processing
- Third party integrations
- Scalability and reduced human error

## Making it Easy to Onboard New Lenders

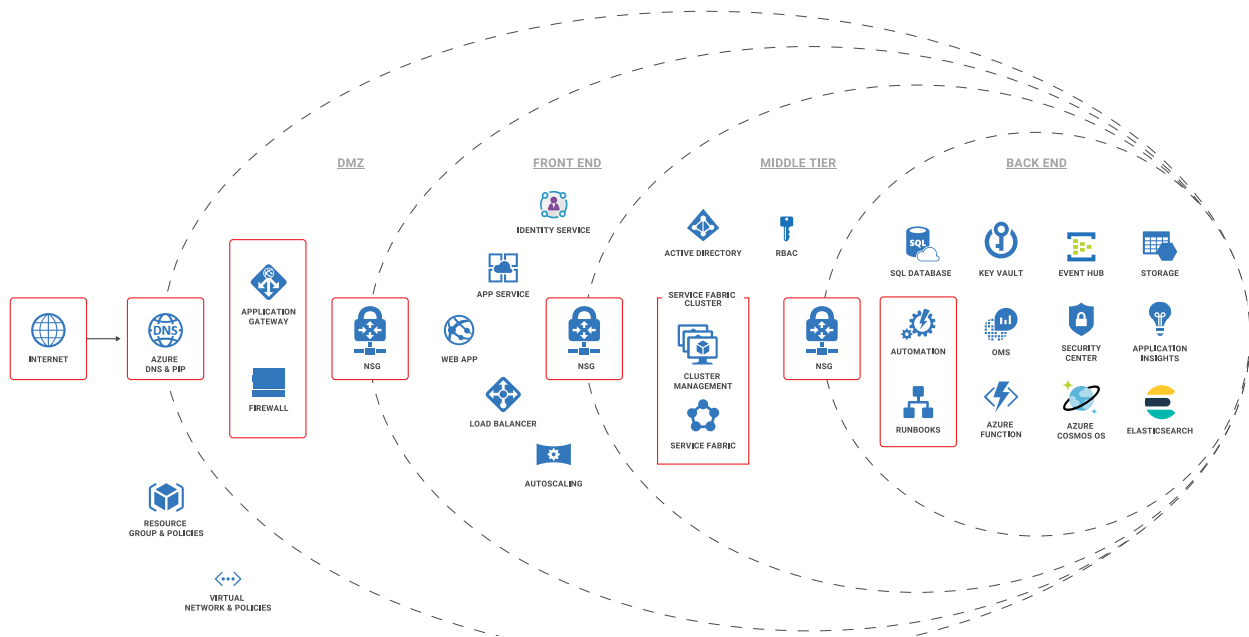
The volume of loans and automobiles refinanced is dependent on the number of lenders in the system, so one project imperative was to make it easy to onboard lenders. Working with TechFabric, the team set out to develop an application that would integrate with the many third party external systems (lead generators, credit bureaus, digital document platforms, etc.). The application enabled agents to manage an end-to-end financial approval process using one integrated system.

Today, the system can scale and integrate with as many third parties as required, giving iLendingDirect the ability to expand to new horizons quickly. TechFabric and iLendingDirect continue to develop new features and functions to meet and stay ahead of market needs.

## “Futureproofed” for Scalability

The Auto Refi Platform was architected and designed with an eye to “future-proofing” the application. It was built using a Microservices Architecture on the Microsoft Azure Cloud with a No-SQL Database. It allows the application to scale up with iLendingDirect’s business needs without the risk of performance issues regardless of the number of agents using the system or increased loan volume.

## Secure Microservices Architecture



## Making the Best Refi Match

To automate this process, TechFabric implemented a rules-based auto-response, driven by lender and rate. TechFabric needed to deliver to the iLendingDirect loan consultants the criteria and information from the lender ecosystem that represented the best financing solutions for the customer that would reduce their monthly payment or interest rate or both.

The system automatically responds to a lead, displaying for the iLendingDirect loan consultant the rate or loan amount for which the customer is eligible. The newly automated system manages the contracts and helps the agent walk the customers through the entire lifecycle process – automating the loan application and documentation process and the purchase of warranties and other ancillary products.

Phone calls, emails, and text messages were all integrated into the Auto Refi Platform so the agents could communicate with customers from within the system. Additionally, the system tracks all communication history, which makes it very easy for an agent to service any customer.

Similarly, iLendingDirect was able to enforce the company's best practices (for Lead management/Agent Management/ Queue Management) within the system. The Auto Refi Platform literally eliminated the need to manage the workload of Agents and opened up the possibility of Advanced Dashboards & Advanced Notifications, allowing iLendingDirect management to monitor their entire operation closely. It gave both managers and agents higher visibility and control of the overall process.

"The experience of working with TechFabric has been really productive and valuable on a lot of levels – they've helped the internal team grow by showing us how to utilize the cloud and Azure, bringing new technology and demonstrating how to leverage all of that functionality."

**Mark Lindley – Managing Director of Information Technology and Systems**

## The ROI is simple

In addition to automating numerous tedious and error-prone manual processes previously done by the CRM Users, the iLending app provided the ability to efficiently store all the required operational data (like lender rate cards and preferred lenders) and the dashboards and custom reporting required by managers for decision.

"Our loan consultants and our loan processing team really like the new solution," Lindley continued. "They're happy with the continuous improvements that make their jobs easier, and in fact, are actively involved in the planning of ongoing functional development."

The Auto Refi Platform resulted in not only an improved bottom line for iLendingDirect, but also improvements in other important factors like security (SSL encryption and multifactor authentication), efficiency, productivity, visibility, control, and scalability. All of these factors combined to allow iLendingDirect to expand its footprint in the Auto Refinance Industry.

"We have a small internal team made up of two developers and myself," said Joey Martin, iLending Product Development Lead. "The experience of working with TechFabric has been really productive and valuable on a lot of levels – they've helped the internal team grow by showing us how to utilize the cloud and Azure, bringing new technology and demonstrating how to leverage all of that functionality."

### RESULTS

## iLendingDirect & TechFabric – Both Committed to Agile

Like TechFabric, iLendingDIRECT followed an Agile development process introducing new functions and features every month. From a technology perspective iLendingDirect has been able to scale the application and add feature functionality without significant rewrites. From a business perspective iLendingDirect can quickly grow its lead base within the system and can provide the products their customers are looking for more quickly and accurately.

"One thing about the TechFabric team that stands out is their dedication and commitment," Lindley emphasized. They've always been available even if it's after hours or on the weekend – if there's an issue, they'll respond. Honestly, I feel like they're a part of our team, they act and behave that way as well. They're not just a vendor."



Let's make something awesome together. Contact us today to discuss your next project and see how we can help your organization's digital transformation.

Phone: 602-857-7370  
Email: [info@techfabric.com](mailto:info@techfabric.com)  
Web: [techfabric.com](http://techfabric.com)