

### CRM - Customer Resolution Management

The Clarifire® application is an easy to use web-based process automation technology solution used by key financial institutions to manage their mortgage servicing processes. eMASON's Clarifire application enables a customer service team to provide homeowners with timely and appropriate responses to their pressing homeownership concerns.

#### 📌 eMASON/Financial Services Industry Overview

- ✓ The Clarifire application is integrated with certified Fannie Mae (FNMA) workout rules. Certification ensures more certified delegated submissions and use of the most current version of the workout rules, at all times.
- ✓ FNMA specialists use the Clarifire application in real-time. Real-time communication with FNMA results in timely workout alternative solutions for homeowners.

#### 📌 The Clarifire Application Overview

- ✓ Users have the ability to reorganize workflows resulting in increased productivity, efficiencies and revenues.
- ✓ The technology is flexible, connectivity is effortless and change is uncomplicated.
- ✓ The Clarifire application allows a user to intake customer inquiries and automatically route them to the appropriate department for research and resolution.
- ✓ A user can manage all internal and external processes in an esthetically appealing dashboard view.
- ✓ Using the Clarifire application will allow your staff to process large volumes of calls more efficiently and economically.

#### 📌 The Clarifire Application - CRM Process

- ✓ The Clarifire application is a workflow tool - inquiries are logged, tracked, resolved and reported on. Notes and images pertaining to the inquiry are date/time stamped.
- ✓ Based upon predetermined business rules/timeframes, once the inquiry is logged, a process is automatically launched with actions, viewable on a customized dashboard, to investigate, resolve, respond to and close the issue.
- ✓ The document assembly feature on the Clarifire application allows for the automatic generation of all inquiry related documents.

#### 📌 Benefits of the Clarifire Application

- ✓ Auditing feature - The dashboards provide easy access for monitoring team/individual performance, evaluating resource allocations/workload and measuring service level agreement compliance.
- ✓ Visibility - the Clarifire application's dashboards provide visibility to outside agencies and centralize all requests/inquiries in one manageable and reportable system.
- ✓ Automated workflow - the Clarifire application provides a one-stop view of all inquiries in a web-based dashboard, driven by user designed business rules, preventing any lost inquiries and ensuring timely and accurate responses.
- ✓ Procedural efficiencies
  - The "notes" and "images" features provide an accountability of research and received documents
  - Immediate visibility for management into reporting and bottlenecks, prior to any missed deadlines
  - Document assembly - all letters pertaining to the research can be generated within the Clarifire application
- ✓ Risk Mitigation - the Clarifire application's automated workflow eliminates the risk of missing a deadline or a critical action.
- ✓ eMASON's Support Team consists of highly trained and skilled client services representatives. The Support Team uses the Clarifire application to receive, assign, monitor, respond to and close requests for support as well as conduct training. Our Support Team is focused on you, your expectations and your need for a timely and accurate resolution to your questions and concerns.

### **Provide Superior Service During Challenging Times with the Clarifire Application!**

**Find Out More:** For more information, please contact Ann Politano 866-222-3370 x274 or [apolitano@emason.biz](mailto:apolitano@emason.biz)