Case Study:
LENDINGARCH

A Canadian financial lender scaling the onboarding process with nmodes AI.

LendingArch is a Canadian insurance and regulatory compliance company providing financial solutions for businesses as well as individuals.

The rapid recent market changes resulted in low revenue margins due to the increasing complexity of the onboarding process, which was almost entirely manual.

Gary Oberman, LendingArch's CTO at that time, strongly believed in the power of automation. He was determined to improve the incoming traffic conversion on their landing pages through the use of automatic services.

He tried using a number of semi-automated solutions and fully automated solutions, such as chatbots, but none produced satisfying results. Until he tried nmodes.

How nmodes AI made a difference for LendingArch

nmodes is the only solution on the market that gives businesses their own AI that represents their brand, knows their product, customers, details of the business process and grows with the business.

This time Gary started small. He added nmodes chatbot and nmodes AI to one of LendingArch's landing pages.

The efficiency increase grew 200% in 1 month.

After experiencing instant success, Gary migrated all of LeandingArch's national phone call conversations to nmodes conversational AI.

LendingArch started delegating customer screening and onboarding processes to nmodes AI on their web and mobile pages. Not only did the quality of the leads grow, but the entire process became scalable.

After switching to nmodes and using nmodes AI to not only qualify leads, but to then immediately book time on their sales team's calendar, LendingArch saw a **40% growth** in the conversion rate of loans requests.

"Very intuitive, easy to use. Great support team. The team is extremely results oriented."

Gary Oberman
CTO, LendingArch