



BirdEye for Academy Mortgage

Client since: June 27, 2016

Build an online presence for mortgage officers: solve the online invisibility problem

When it comes to major life decisions like paying off a mortgage, homeowners want to be certain they work with a loan officer whom they trust. Even with a great referral, clients conduct thorough research online for proof that they're choosing the best officer. The most powerful proof is high ratings from lots of online reviews. Although Academy Mortgage was making its clients happy, there was no evidence online to support it.

"We just weren't getting feedback. We didn't have a bad online reputation -- we had no online reputation. Our loan officers were practically impossible to find online, so clients weren't able to get that validation they needed when researching their loan officer online," said Tim Marti, Marketing Director at Academy Mortgage.

"BirdEye has helped us increase awareness by being found more easily with higher search rankings, and provide validation for people who've been referred to us."



Tim Marti

Marketing Director for Academy Mortgage





Marti understood that to earn a strong online reputation, the company would need a lot more reviews.

“A lot of our close competitors were miles ahead of us in the review collection game so we really had a lot of catch up to play with other lenders in the area.” Academy Mortgage only looks good if its 7 loan officers do. The digital marketing agency they were working with offered a very rudimentary solution to collect reviews at a brand-level only, but these generic reviews didn’t help build clients’ trust in their officers.

In order to get more clients and beat the competition online, Academy Mortgage needed to put themselves on the map by establishing a reputation for each officer and the brand as a whole. This is what brought them to BirdEye.

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ACADEMY MORTGAGE

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TEAM 101 **ACADEMY MORTGAGE CORPORATION**

Jeff Morgan - Academy Mortgage Team 101
 4.7 ★★★★★ 382 reviews [View all reviews](#)
 339 West 13490 South, Draper, UT 84020

Write a review ★★★★★ Describe your experience

5 ★ on Google, Nov 19, 2017
Ramandeep Singh Nayyar
 Best team to work with... Jeff knows his numbers so well which helped us to made our decision more accurately.

5 ★ on Zillow, Nov 02, 2017
morreyluck
 So easy to work with and accommodating to my crazy situation! They were very kind and very helpful. I have already recommended them to my family and friends.

5 ★ on Google, Nov 01, 2017
Walter Hernandez
 Jeff Morgan and his team 101 with Academy Mortgages were great to work with, very helpful and friendly would recomend their service to friends and family very professional and answers all your question... [more »](#)

5 ★ on Google, Nov 01, 2017
Louis Verde
 Jeff was very helpful and had my best interest in mind. He is knowledgeable and efficient and especially vet friendly. Highly recommended. Thanks Jeff.

Contact

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Today 9:00 am - 5:00 pm



Collect reviews automatically on the sites that matter most

Academy Mortgage's CRM was already setup to automatically send survey request emails a day after a client funds their loan, so Marti now incorporates the BirdEye review request link into that existing survey. On average, a whopping 25% of clients respond to this email, and that's just the first wave. "Every month I'll run an SMS and email campaign directed towards those clients who don't follow our initial survey link to try to get a second chance at collecting feedback from them," said Marti. "We've had really good success, especially with the SMS feature."

In fact, the SMS review requests Academy Mortgage sends through BirdEye have an average response rate of 35%, with some employees experiencing response rates as high as 46%.



"As soon as I run one of those campaigns it's always a flood of new feedback. Our response rate is really good through the BirdEye campaigns."

Academy Mortgage chose BirdEye not just for its easy-to-use SMS and email campaigns, but also for its integration with industry-specific sites. With BirdEye, officers can get reviews on sites like Zillow that are extremely critical to real estate professionals. These niche sites are home to many prospects further along the path to purchase who have a higher chance of converting into actual clients.



Custom configuration, review marketing domination

To improve SEO for their individual names, each loan officer needed to collect reviews on their own profiles for sites like Google, Zillow, and Facebook. To ensure a strong, consistent brand identity, Marti wanted to take review marketing to another level. He wanted to promote the branch as a whole by creating a branch-level profile. This profile would display reviews from that branch's individual officers, boosting SEO for both the individual officers and the overall brand.

"BirdEye said 'We can do that' and they made it happen really quickly," said Marti. "It's super cool that when one of our loan officers gets a review, when people are just researching our branch they're able to see reviews for those practitioners even though they weren't originally looking for that individual person."

Academy Mortgage takes full advantage of BirdEye's suite of Review Marketing tools to ensure the loan officers' reviews reach as many eyes as possible. First, Academy Mortgage runs Google Adwords campaigns, and used BirdEye to make these ads more powerful than ever. As Academy Mortgage collects new reviews, BirdEye works with Google partner sites to get those reviews indexed so Google Seller Ratings can be activated. Now, star ratings from hundreds of reviews are displayed beside Academy Mortgage's Google ads, increasing click-through rates by as much as 17%. In addition, with the BirdEye API, Academy Mortgage is able to embed a real-time review feed on each branch and each loan officer's website.





More reviews = more visibility, more trust, and more clients

On an employee-level, most employees at least doubled their review volume, and all earned a 4.7 average rating or higher. One employee increased review volume by 10x.

These improvements have given Academy Mortgage a credible online reputation that brings new clients confidently through the door, Marti says: "When we get word-of-mouth feedback or we're referred by one of our partners, people can Google us and see all these good things our clients have to say about us."

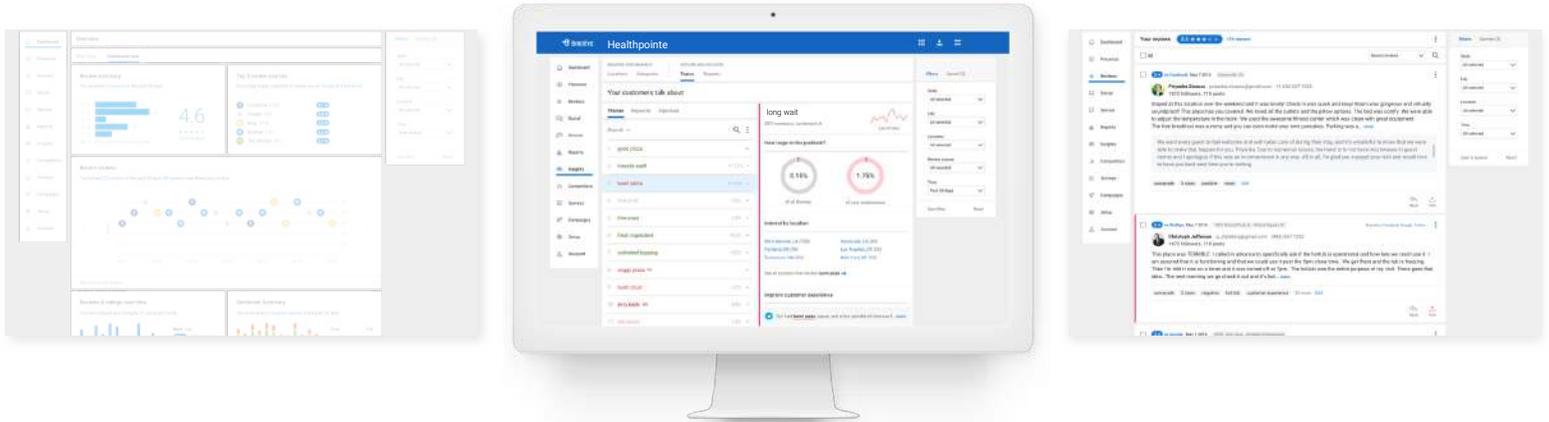
Instant results

BirdEye lets you send review requests to all your past customers, often leading to a steep review volume increase at the very start. This eventually normalizes after months of real-time review request campaigns and becomes a consistently steady increase.





About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.