



Using Tech to Elevate the Loan Application Experience for Customers

Company Overview

Ironhorse Funding is a leading provider of innovative, technology-driven, full-credit spectrum finance solutions to consumers and dealers in the motorcycle, power sports, RV, and marine markets. It is one of a few national lenders offering direct-to-consumer financing, and processes thousands of applications monthly from consumer and dealer networks.

The Challenge

Consumers had to input their social security number in the application which resulted in a hard credit pull. There was no way to capture or respond to partial or abandoned application data. The combination left customers frustrated and sales unable to respond to demand. Seeing a growth opportunity, the organization focused on building a platform that would remedy pains of the clunky pre-qualification process and turned to LaunchPad Lab for their expertise.

The Approach

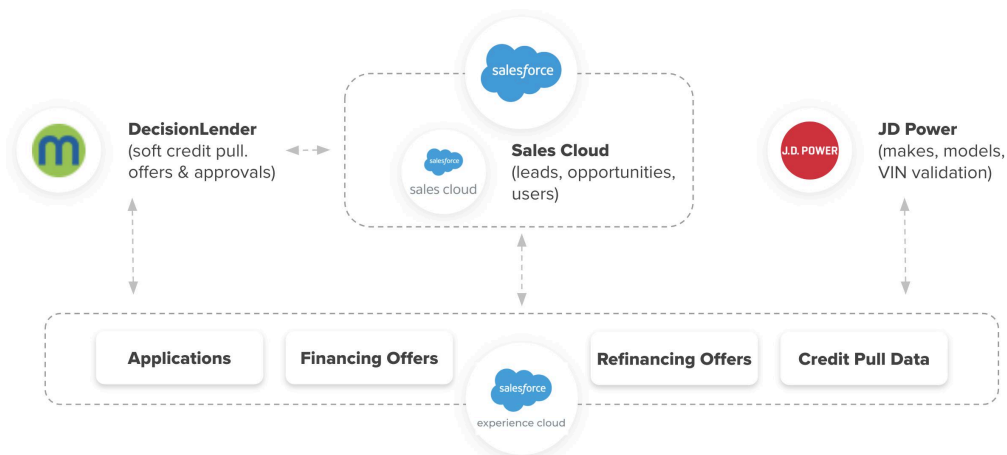
After a Blueprint Workshop to understand the challenges and align on the vision, the LaunchPad team set out to build a user-friendly loan application platform with a landing page featuring a stepped form. Data would integrate into Salesforce, while a self-serve portal allowed applicants to complete the finance application at their own pace, even after hours.

Pain Points

- ✗ Process limitations
- ✗ Slow manual workflows
- ✗ Poor data capture & response
- ✗ Lack of data integration
- ✗ Limited market response

Product Requirements

- ✓ Self-service features
- ✓ Streamlined workflows
- ✓ Lead data with actionable insights
- ✓ Salesforce integration
- ✓ Speed to market



Delivering A Secure Credit Application Portal Integrated with Salesforce

The Solution

The newly designed application enables consumers to complete applications, upload documents, and review loan options easily and at their own pace.



Personalized loan offers, rates, and term length options, giving consumers a holistic view of how a shorter or longer term might affect their APR and monthly payments.



Consumers can be pre-qualified without requiring a social security number or having their credit score affected.



Customers can easily upload any required documentation from their computer or mobile device.



Lead and activity tracking features empower the marketing and sales teams to internally track and respond to applicants.



Data fully integrated with Salesforce supports the future expansion of the consumer experience.

The Results

The product delivers customers a better lending experience and actionable insights surfaced to the organization.

- ✓ **Fast pre-qualification responses**
- ✓ **Accelerated overall sales cycle**
- ✓ **Enhanced self-serve capabilities**
- ✓ **Streamlined internal processes**
- ✓ **Fast response to market demand**

