

IN THE KNOW ...



TRANSDOTCOM
TRANSACTION MANAGEMENT SOLUTIONS

INNOVATIVE IDEAS & INFORMATION

September 21, 2011

Customer RetentionHow Do You Measure Up?

Our latest release of the Loan Management System (LMS) includes more powerful tools to help you manage your business.

RETENTION ANALYTICS

Select Data Export Format:

	Origination Months			
	Jan-11	Feb-11	Mar-11	Aggregate
Number of Original Customers	434	316	438	1188
Number of Paid-off Customers	284	185	190	659
Number of Return Customers	196	85	19	300
Return Rate (Original Customers) %	45.16	26.90	4.34	25.25
Return Rate (Paid-off Customers) %	69.01	45.95	10.00	45.52
Number of Repeat Loans in Return Months	Jan-10	30	0	0
	Feb-10	85	17	0
	Mar-10	82	68	19
	Total	197	85	19

Retention Analytics has been designed to help you easily calculate customer retention rates and lifetime value to better understand the ROI of your marketing efforts.

PENDING APPLICATION MANAGEMENT

The screenshot shows a search interface for Pending Application Management. It includes various filters such as Stores, SSN Like, Application Date, User Created, Application Status, Returning Customer, Has E-Signature, Last Name Starts, Follow up Date, Application Type, and Pay Off Status. There are also buttons for Search and Clear Search. At the bottom, it indicates 'Total 551 Pending Apps found, Max. 10 records per page shown below.'

Pending Application Management has been updated to include additional search criteria. The addition of these search fields continues to make it easier than ever to create your own application queues and work flow.

To learn more about Portfolio Analytics, contact us at sales@tdcemail.com.

To continue to receive timely emails from TranDotCom, [click here](#) to opt in.



TranDotCom Solutions, LLC, 955-A Cobb Place Blvd NW, Kennesaw, GA 30144

Contact Us at sales@tdcemail.com Phone: 678-433-1200 www.trandotcom.com