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SERVICING 10

MBA's NATIONAL MORTGAGE SERVICING
CONFERENCE & EXPO 2010
FEBRUARY 23-26, 2010, SAN DIEGO



Borrower Communications and Technology

24 February 2010

10:45 a.m. - 12:15 p.m.

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Faith A. Schwartz

Executive Director

HOPE NOW Alliance

Larry Walker

President

MGC Mortgage

Moderator: **Joe Dombrowski**

Executive Consultant

Fiserv



Begin with Web 2.0 Technology

Mash up

coherent combination of pre-existing web services

Social Networks

platforms for information exchange

Blogs

citizen journalism

Wiki

social encyclopedia



Mix in some popular sites

twitter



1 Facebook

facebook

2 Twitter

3 Linked In

Linked in



4 YouTube

5 Friendster

friendster



6 My Space

7 Yahoo Groups

YAHOO! GROUPS



8 Digg

9 Wikipedia



10 Delicious

See where others have pioneered

Comcast has found a way to offer exceptional customer service to their consumers, but the thing that really makes them stand out is how well they monitor discontent.

Being active on Twitter is great but tracking and seeing who's mentioning you, is the next step. Social media allows for the possibility of great customer service, and with it, better brand loyalty.

@stephanietlee I would be happy to help.
What is the trouble you are having?

5:51 PM Jan 31st from web



comcastcares
Frank Eliason



See where others have pioneered

“My Starbucks Idea.”

Thinking of ways to build your company are great, but directly asking your consumers what they want, is better. Acting on that information and doing it publicly is key to the success of this campaign.



The screenshot shows the Starbucks Idea website interface. At the top, there is a green navigation bar with links: "Share Your Idea", "View All Ideas", "Ideas In Action", and "About This Site". To the right of the navigation bar is the Starbucks logo. Below the navigation bar, there is a "Welcome, Guest" message with a "Sign In to share, vote & discuss" button and a "SIGN IN" button. A search bar is located below the sign in button. On the left side, there is a "CATEGORIES" section with a list of product categories and their respective idea counts: PRODUCTS (13,748), Coffee & Espresso Drinks (13,748), Tea & Other Drinks (4,820), Food (6,072), Merchandise & Music (2,875), Starbucks Card (2,710), and Other Product Ideas (4,547). The main content area features the heading "Help shape the future of Starbucks - with your ideas" and a paragraph explaining the campaign. Below this, there are four icons representing the core actions: "share" (a green envelope with a plus sign), "vote" (a green checkmark), "discuss" (a blue speech bubble), and "see" (a grey gear). Each icon is accompanied by a brief description of the action.

Share Your Idea | View All Ideas | Ideas In Action | About This Site

Welcome, Guest

Sign In to share, vote & discuss

SIGN IN

search

CATEGORIES

- PRODUCTS 13,748
 - Coffee & Espresso Drinks 13,748
 - Tea & Other Drinks 4,820
 - Food 6,072
 - Merchandise & Music 2,875
 - Starbucks Card 2,710
 - Other Product Ideas 4,547

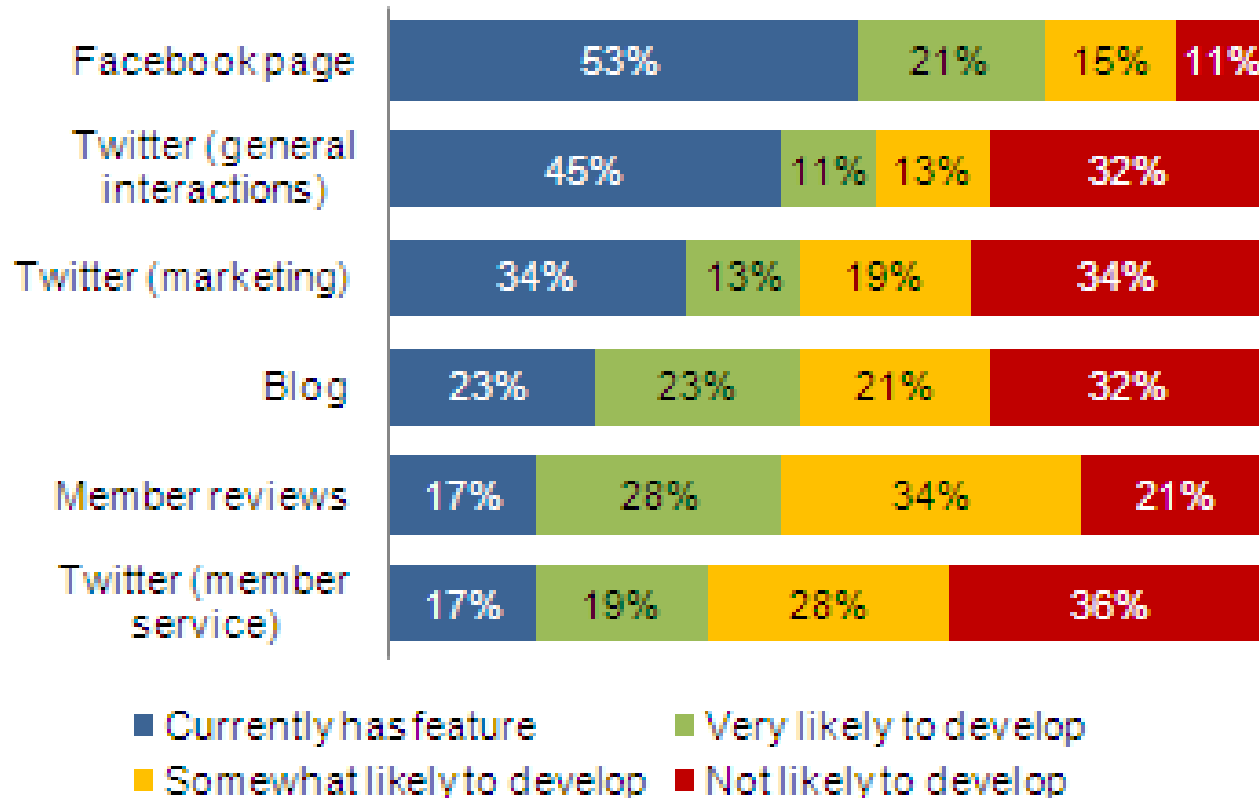
Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple-we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

- share**
Post your Starbucks idea - from ways we could improve to things we've never even thought of.
- vote**
Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.
- discuss**
Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.
- see**
This is the proof. See which of your ideas were the most popular and watch as we take action.

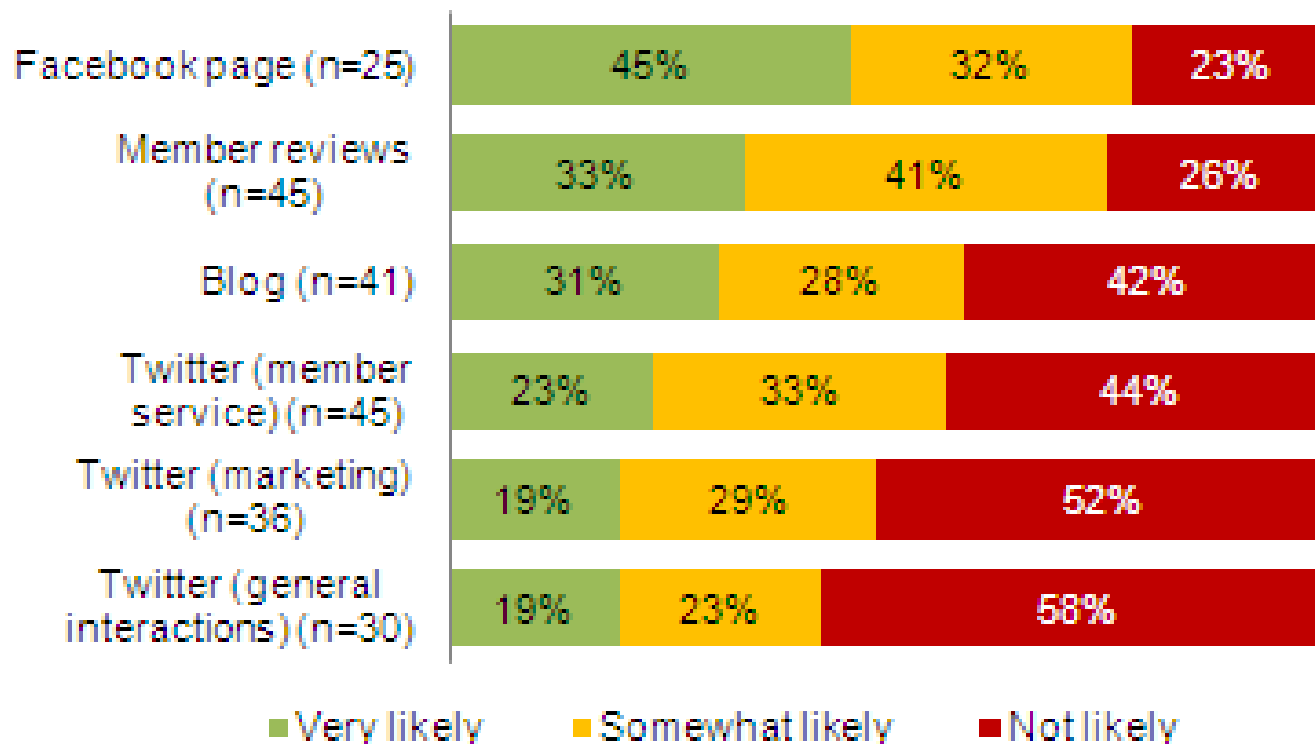
Check in with your peers

Percentage of Credit Unions that have or plan to develop the following social media features:



Check in with your peers

How likely are you to develop the following social media capabilities in the next 12 – 18 months?



Track your progress



Establish a baseline

Add activity timeline

Track transactions

Measure effect & precursors

Overlay all timelines

Find & prove relationships



888-995-HOPETM
Homeowner's HOPETM Hotline



twitter



facebook



YAHOO! GROUPS



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Slide	Reference
	Twitter Bird Image – Twitter.com ©2010
3	Francisco Flores Muñoz senior researcher at Universidad de Huelva
3	http://news.discovery.com & http://seekingalpha.com & http://www.ebizmba.com
4	Olivier Blanchard Principal, BrandBuilder Marketing www.thebrandbuildermarketing.com @thebrandbuilder (on Twitter)
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9	Images: UFO (TV series) http://ufoseries.com/