Mid America Mortgage

Mid America Mortgage Inc. is a multi-state, full-service mortgage lender, serving consumers and mortgage originators through its retail, wholesale and correspondent channels. Founded in 1940, Mid America Mortgage serves as an industry leader, innovating through the adoption of electronic mortgage closings and promissory notes. Focused on national expansion, Mid America Mortgage's market footprint continues to grow through ethical lending standards and advanced technology platforms.

The Challenge

There are few bigger financial decisions than purchasing or refinancing a home. When it comes to choosing a mortgage broker, people need to be confident in their decision. That's why delivering a reliable and user-friendly calling experience is critical to organizations operating in the mortgage industry. Mid America Mortgage was relying on a fiber-optic network business to power its communications, which had been abruptly acquired by a major telecom organization. With no onboarding process or formal introduction to it's new provider, Mid America Mortgage felt abandoned. They soon began experiencing a variety of challenges and with no point of contact to reach for technical difficulties, a support ticket had to be issued for each problem, which took days or weeks to action. Frustrated with the lack of support, Mid America Mortgage began their search for a new solution.

As one of the nation's largest lenders with branches operating across the United States, Mid America Mortgage needed a business phone solution that would suit the needs of every location and department. Following months of operating off a faulty phone system, they required a solution that would be intuitive to use and easy to implement, so that their sales staff could hit the ground running.

The Solution

With various branches and functionality needs, it was simply prohibitive to wait for each location to be ready to implement a new phone solution across the entire organization. Rather, the net2phone team developed a targeted implementation plan, onboarding specific departments, such as the corporate office and new employees, before proceeding with the next. Both net2phone's team and cloud-based technology worked in tandem with Mid America Mortgage's other business tools, enabling their phone system to connect to every branch.

The support from net2phone's onboarding team was a stark contrast from their former provider. Paired with a net2phone onboarding specialist, Mid America Mortgage had a single point of contact who became familiar with their unique business needs, which allowed them to deploy seamlessly and efficiently. When Mid America Mortgage has a question about their phone system or needs assistance in making a change, they simply place a call to net2phone's 24/7 technical support team and are immediately connected with an expert to resolve the challenge.

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> *Right from the beginning, any time we reached out to net2phone, we felt heard and listened to. If we need to make any changes, customer service is right on top of it and having that level of support is the most important.*
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> **Pacia Crawford**
> **HR Director**

As an ever-evolving company, Mid America Mortgage often needs to make updates and add new users to its phone system. Through net2phone's cloud-based client portal, administrators can view and manage all team members, departments, phone numbers, devices, ring groups, schedules, and more within the dashboard. The client portal's analytics page automatically populates call data and illustrates important metrics, providing administrators with real-time insights to help make business decisions. Designed with the modern workforce in mind, every user can leverage their individual portal to change their settings and outgoing messaging, providing the best calling experience for their clients.

Find Out How net2phone Can Put a Solution Like This to Work for You

Visit **www.net2phone.com** or call us any time at **866-978-8260**.