Deploying advanced analytics in mortgage originations

Advanced analytics drives a number of high-impact business outcomes in mortgage originations:
- Drive revenue growth
- Enable operational efficiency & productivity
- Improve employee experience and retention
- Manage risk

6 analytics use cases that have created significant impact at leading originators:

1. Identify and recruit best performing loan officers
   - Analyze data to determine characteristics of strongest-performing loan officers in specific markets (e.g., past experience, tenure, realtor score, education background) and then leverage the information to recruit similar profiles.

2. Optimize footprint by analyzing macro and micro markets and overlaying the insights with capacity models to identify the most profitable partners (e.g., brokers, realtors), branches, and growth markets.

3. Enable dynamic loan routing and real-time performance management
   - Perform skill-based routing and live monitoring of loans across products, roles, and channels (enabled by loan officer segmentation) to assign leads to the most suitable loan officer based on lead complexity and lock propensity.

4. Set distribution strategy based on forward-looking demand projections
   - Optimize footprint by analyzing macro and micro markets and overlaying the insights with capacity models to identify the most profitable partners (e.g., brokers, realtors), branches, and growth markets.

5. Drive large-scale mortgage pre-approvals and instant loan decisions
   - Use internal (e.g., deposit statements) and external data (e.g., credit score, work number) to deliver pre-scored offers and auto-clear underwriting requirements based on rules-based logic (manual intervention required only for certain exceptions).

6. Leverage predictive models to boost retention
   - Score customer propensity to payoff by examining 200+ predictive variables (customer data such as payment history, credit score, sector of employment; and macro data such as unemployment rate, local inventory, mortgage rates) and boost retention with targeted and personalized response programs.

Have you been able to successfully leverage advanced analytics across the originations value chain for meaningful impact?

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