

# Document Services News

*The mortgage industry's trusted source.*

## Superior Customer Service Provides Competitive Edge In Document Services Industry

**F**or the document services industry, customer service has become increasingly important as providers seek to reduce rejection rates, improve service quality and create value. Driven by a highly competitive market and tough compliance standards, leading service providers are taking steps to improve the way they serve customers.

when selecting a document services provider. More important, they've let us know that superior customer service is what separates Orion from our competitors."

From a competitive standpoint, the need for better service is evident. The industry's rejection rate for documents stands at 12.5%. That figure amounts

document processing, including e-recording, in all customer transactions. With e-recording, a county that once took 100 days to record a mortgage document, now can do the same process in about 15 minutes – accurate and in full compliance with county and state regulations.

Orion's proprietary software system, DocPro!,

Furthermore, according to Wileman, it's important to take a consultative approach to clients' needs. That means learning the clients' business intimately, listening actively to what they say and developing a tailored system that enhances their business rather than simply providing an off-the-shelf product. "Management must create a corporate



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**Mike Wileman, President of Orion Financial Group, Inc.**

"Our partners in the mortgage servicing business have told us in no uncertain terms how important customer service is in the document recording and retrieval industry," said Mike Wileman, President of Orion Financial Group, Inc., a leading document services provider based in Southlake, Texas. "They've listed accuracy, performance and knowledge of the industry – key elements of customer service – as top criteria

to nearly \$600 million a year providers and their clients must pay to resolve rejections that could have been avoided. And it doesn't include the numerous lawsuits resulting from mishandled documents.

One way providers can enhance their customer service is to increase spending on technology and computer-based systems. Such investments reflect the growing importance of automated

allows the company to seamlessly facilitate e-recording. Through the system, which is designed to accept paper and electronic recording, the company can update its process when a new county comes on line. The system needs no additional inputs and automatically knows which counties are e-recording. Currently, the company performs e-recording in approximately five states, with an average of two or three counties per state.

culture that puts the customer first and one that emphasizes excellence and continuous improvement day in and day out," he noted.

*For more information about Orion Financial Group, Inc., and its services, please visit <http://www.orionfgi.com>, or call 1-888-31-ORION.*