

How eRelevance Helps CMG Financial Stay Connected to Referral Partners

A Q&A WITH ASHLEIGH NICOLE FLETCHER,
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Ashleigh Nicole Fletcher



eRelevance's game-changing suite of tech-powered engagement services powers the growth of more than 1,300 small- to medium-size businesses—driving more demand from customers and prospects, lowering advertising costs and improving lead conversion.

Why did you choose eRelevance?

No other company does everything eRelevance does to reach more people. I know my business, but I'm not an expert in marketing or technology. eRelevance knows how to reach people, and they do the work so it's off my plate.

Why is it important to you to stay connected to your customers, prospects and referral partners?

This business is very competitive. It's all about service and relationships. If I don't nurture my relationships, someone else will.

My referral partners are especially critical to my business growth, so it's important to stay connected to them. When they give me a referral, they want to know I'm taking care of that person. If they think I'm not providing the service they expect, they're going to give the next referral to someone else. So nurturing those prospects is also important.

How did you previously stay connected to your customers, prospects and referral partners?

I was sending general, untargeted email messages and posting messages on Facebook, hoping people would see them.

What have you liked best about working with eRelevance?

My client success manager is very knowledgeable and responsive. Working with one dedicated person is very helpful. It saves time and gets better results.

Why is eRelevance's response follow-up service, eRelevance Connect, important to your business?

I don't have the time to follow up with every prospect I get. The eRelevance Connect service chases my prospects, then connects me with them so I can quickly increase conversion from interest to loan application.

“eRelevance knows how to reach people, and they do the work so it's off my plate.”

Ashleigh's experience highlights just a few of the ways eRelevance works to delight its clients by driving more business and offloading the work to engage their buyers and referral partners.

LEARN MORE

For an eRelevance online demo and more information about the benefits of eRelevance:
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