



American Pacific Mortgage

Client since: November 2016

More than 11,000 New Reviews in One Year

American Pacific Mortgage is a mortgage lender helping qualified customers all over the United States purchase homes since 1996. American Pacific Mortgage is licensed to lend in 31 states.

The company came to BirdEye after realizing the growing importance of online reviews. American Pacific Mortgage realized that BirdEye could simplify the process of getting reviews by collecting them automatically for its ~1,000 loan officers. The company selected BirdEye because of its ease of use for both collecting and monitoring client reviews.

Collecting Reviews Automatically

With BirdEye, the company's reviews have skyrocketed. Instead of loan officers spending time to reach out to their clients, BirdEye takes care of the process automatically. Every year since the company has partnered with BirdEye, they have seen more and more reviews posted online. In 2018, American Pacific Mortgage collected more than 11,000 reviews with an average star rating of 4.96. With this increase in reviews, the company has seen an increase in their online presence.



“We love BirdEye for its customizability and ease of use. It’s easier than ever for us to get new customer reviews and monitor them in the dashboard. We couldn’t recommend BirdEye enough.”

Robert Vigil
Production Technology Advocate



Cross-Promoting Reviews

With BirdEye, it's easier than ever for loan officers to promote positive reviews to their social media followers. If a loan officer gets a great online review, they can use BirdEye to automatically cross-promote it on social sites like Facebook and Twitter.

Tyler Jardine - Mortgage Loans, Redding, CA
October 9 at 12:28 PM · 🌐

"Tyler is great! We have bought 2 homes with his help! He made sure we understood everything we were doing and was very patient with us. He never rushed through any type of paperwork he took his time explaining. Tyler had our best interest in mind with each home. I can't say enough good things about him. He kept in contact with both my husband and i, he always made sure we were all on the same page. He made sure.." says cortneyelam111 on Zillow

US Lending
C O M P A N Y
Division of American Pacific Mortgage Corporation NMLS 185

BIRDEYE.COM
Tyler Jardine (NMLS #1067201) | Redding, CA
★★★★★ Tyler is great! We have bought 2 homes with his help! He...

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Monitoring Reviews

BirdEye makes it easy for American Pacific Mortgage to monitor reviews. BirdEye aggregates reviews from over 150 sites including Google and Facebook. The company can monitor reviews from all over the Internet on the BirdEye dashboard.

With BirdEye, it's easy to find and view reviews from individual loan officers. With BirdEye's filters, monitoring reviews from different locations or states just requires a few clicks.

A vertical stack of filter dropdown menus. At the bottom is a blue button labeled 'Show all Filters'.

- Filter by
- State
- Division manager
- Regional Manager
- Brand
- Brand Manager
- Branch Number
- Branch Manager
- Loan Officer
- Review Source
- Time Period (PST)
- Show all Filters

Advanced-Data Insights with Athena

With BirdEye's Natural Language Processing engine Athena, American Pacific Mortgage can see the exact categories clients care about the most. Athena looks through thousands of online reviews to see the keywords that clients are mentioning the most and whether they're being mentioned in a positive, negative, or neutral context. With this information, BirdEye is able to give a grade for each category. Now, the company can easily track how clients feel about its services.

Performance by category

Loan Officers	A+	18281
Communications	A+	13198
Brand	A+	5500
Customer Service	A+	4467
Rates	A+	3652
Process	A+	2063
Closing Costs	A+	289

Loan Officers

Sentiment: **A+** Mentions: **18281**

Most mentioned keywords (All sentiment):

1. team
2. person
3. lender
4. communication
5. manner
6. situation
7. everyone
8. professional
9. guy
10. patient



Driving Growth with BirdEye

American Pacific Mortgage now has more reviews and a higher overall star rating than the competition. BirdEye's all-in-one dashboard has helped the company collect customer reviews, conduct surveys, and track the performance of individual loan officers in a way that's both easy and effective.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.