



LendingTree teams up with Thematic for actionable customer insights at scale.



What LendingTree achieved



3 Million
Loans approved



260 Billion
Dollars in loan funding



111 Million
People helped

A few years ago, LendingTree struggled to extract insights they could use from their all-in-one customer experience solution. They've always had a ton of feedback from consumers, with well over 20,000 comments in a 90 day period. They needed their analysis to provide more accurate and useful insights.

That's where Thematic came in. Lee King, Head of Insights at LendingTree, explored alternatives and chose Thematic as the best solution.

“Thematic works straight out of the box.”

Lee King
Head of Insights, LendingTree

Thematic's AI delivers the best quality of insights from text comments at scale and is easier to use than other solutions.

From product-led to customer-led decision making

LendingTree is a shining example of a fintech company that has thrived in a competitive market. They simplified the historically complex home loan landscape, and managed to drive leads and loan value for lenders. All this, because they put the customer at the heart of their decisions.

Thematic helps them make sense of feedback data in a way that is quick, quantified and rich with stories. Their product teams and lending partners feel empowered with an understanding that helps them to be customer-led. It's also easier to align on major business decisions to improve NPS and growth. From the insight that acquisition costs were a major barrier to their market growth, they were quick to agree on a solution to lower these costs.



I can show them promoters and detractors, quantify the drivers. But it's the richness of the qualitative comments that builds an understanding of how the customer feels and experiences.

Lee King
Head of Insights, LendingTree

Thematic's dashboards and reports give the product and CX teams a high-level view of the drivers of NPS. The platform gives easy access to the related verbatims for rich context. Lee uses filters to find out things such as how the needs of home loan borrowers differ from personal loan borrowers. Their teams can then design solutions that are pertinent to specific customers.

Time saving and automating the heavy lifting.

But Thematic isn't just a tool for making sense of feedback data. It also saves Lee's team hundreds of hours in data preparation and analysis. There's no need for training AI models or manually coding responses. Instead, the self-learning AI builds themes directly from each dataset.

Lee recently set up workflows in Thematic to automatically alert the people responsible for solving key issues. Now, LendingTree are able to use Thematic to:

- Identify and quantify pain points and drivers of NPS
- Track and notify the product team of feedback on new product features, to iterate quickly post-launch
- Stay ahead of small customer problems before they can evolve into something bigger

Despite facing the tough pandemic market conditions, LendingTree has managed to stay strong by putting customer needs first.

About LendingTree

While many in the highly competitive fintech world have crashed and burned, LendingTree has thrived. They've simplified a historically complex home loan landscape for consumers, while simultaneously driving leads and loan value for lenders. Their marketplace offerings across home, consumer and insurance continue to grow.

They attract a variety of unique customer segments, providing for borrowers with all sorts of financial backgrounds and needs.

 **INDUSTRY**
Finance

 **REGION**
North America

 **DATA:**

Analyzing feedback and customer attributes from 10 continuous data sources:

Surveys for 7 product verticals

- Home loans
- Home equity loans
- Personal loans
- Business loans
- Auto loans

- Insurance
- Credit cards

Surveys across 3 phases of customer experience

- logged in experience
- app
- passive feedback



