

# Fannie Mae

## Leading AI Innovation in the Financial Services Market

Bold360 enables Fannie Mae to provide a high-quality customer experience through service-focused “Ask Poli” interactive experience.

### Challenge

Fannie Mae is a leading source of mortgage financing for lenders in the U.S., providing access to affordable mortgage financing in all markets and in all economic cycles. To meet its mission of creating more affordable housing opportunities for buyers and renters across the nation, Fannie Mae has invested in innovative technologies and procedures to optimize the customer and lender experiences.

As Fannie Mae sets the industry standard for the selling and servicing of mortgages, it is critical that the rules and regulations are easy to understand. However, these vast, numerous and sometimes complicated regulations are updated on a monthly basis.

“We heard from our customers that it was really difficult for them to find the answers they needed in order to do business with us,” said Bill Cleary, Vice President, Policy, Fannie Mae. “Our business guidelines are complex, updated frequently and can be up to 2,500 pages long. We knew we had to make it easier for our customers to get the answers they needed.”

Fannie Mae’s digital transformation process to provide greater agility to its service operation meant that it needed to review new technologies, including AI. The team wanted to work in the digital space to meet the needs of customers in applications they are working with every day. To do this, Fannie Mae needed a way to deliver information 24x7 in a simple, straightforward and understandable format.



Fannie Mae

90%

self-service of 1.5 million+ queries

4.5/5

customer satisfaction score

“What made Bold360 rise to the top was that they offer the full package of being easy to use, easy to maintain and easy to implement.”

**-Bill Cleary**

*Vice President, Policy,  
Fannie Mae*

## Solution

Fannie Mae opted to design and implement an interactive NLP-powered experience using the Bold360 digital engagement solution. Ask Poli and Pocket Poli are the innovative, interactive guide, search and navigation interfaces that allow servicers to ask questions, in their own words, about the 2,500+ pages of policies and requirements to deliver loans. As a result, lenders and borrowers can understand, in plain language, what Fannie Mae requires, and it also captures the latest in updates related to these rules.

“What made Bold360 rise to the top was that they offer the full package of being easy to use, easy to maintain and easy to implement. And on top of that, Bold360 brought to the table a breadth and depth of industry experience from across their client base. However, more than any other company, the Bold360 team took the time to understand our problem,” said Cleary.

Bold360’s processing of data and pattern-matching abilities help Fannie Mae to understand how customers search for information. It provides the team with key insight into the types of questions asked and the number of questions on a specific topic. It also allows the team to see, in real-time, how the customer is posing their question so they can best match information to the requests.

## Results

Since the launch of Ask Poli, the platform has received more than 1.5 million queries, with over 90% of questions handled through self-service.

“Bold360 has played an integral role in the success of Ask Poli. It allows us to provide a great customer service experience and achieve a much higher customer satisfaction score. Working with Bold360 to develop Ask Poli has helped us demonstrate to our customers how Fannie Mae is keeping up with technology advances to provide them with an enhanced level of service,” said Christine Kilmer, Ask Poli Product Manager at Fannie Mae.

Cleary added, “We’ve heard from customers who have been in the mortgage industry for years that this is the best tool they have ever used. Ask Poli enables our customers to get the answers they need instantly rather than spending close to 20 minutes searching through policies and search results.”