



“At loanDepot, we’re laser-focused on the future. The only way forward is to build an amazing employee experience, where all our people get the support they need to build the best future for themselves and the company. Moveworks’ AI is critical to our strategy.”

— Donald Small, Director of IT Service Management, loanDepot

How loanDepot is building the workplace of the future with Moveworks

loanDepot → Case Study

>2K | Issues resolved automatically by Moveworks per month

At loanDepot, home means everything

Founded in 2010, loanDepot has helped more than a quarter of a million Americans achieve their dreams of homeownership. How? By creating a straightforward lending experience that is truly customer-centric. In fact, loanDepot is known for always thinking about the customer experience first. This model is at the heart of the company's success.

That's why Donald Small, Director of IT Service Management at loanDepot, wanted to bring this same simplicity to IT. In his mind, creating what he calls the "workplace of the future" starts with building an amazing support experience where every employee gets the help and resources they need right now to do their best work.

"We needed to stay ahead of where technology is driving expectations and provide unwavering, fast service," said Small. "That meant giving IT a major overhaul, investing in automation, and focusing on faster response to our customers through faster response to our employees."

The change loanDepot was looking for: AI

As a company that prides itself on building genuine people connections, loanDepot's IT leaders recognized that 30 L1 service agents manually solving problems wasn't fast enough. Employees need their systems to work all the time, so that they can focus on the critical task of serving customers.

That's why Small reached out to established IT leaders who've dealt with similar challenges. In his search for a solution, he had one goal: to find a tool that could offer "best-in-class" support without doubling the help desk headcount. In a word, he was looking for AI. Three core goals drove his search:

- 01 Create a single hub for employees to get help at work.
- 02 Enable seamless onboarding for new hires, no matter where they work.
- 03 Communicate clearly to the company's nationwide workforce.

Challenges

- Responding to technical support tickets took days, blocking employee productivity
- Scaling help desk operations while transitioning to hybrid work

Results

- The IT team uses AI to answer thousands of routine questions in seconds.
- More than half of employees are actively engaged with AI-powered communications.

Key Integrations



Teams
Chat



ServiceNow
ITSM



Microsoft Azure AD
SSO

Bot

Elle-Dee



Elle-Dee is here to help

In February 2022, loanDepot launched its Moveworks chatbot: Elle-Dee. The chatbot uses AI to solve issues and prevent problems at work. It automatically resolves employees' requests, communicates changes, and shows the loanDepot team what to fix next.

Because the chatbot understands the language of work, employees can explain their issues to Elle-Dee in the same way they would speak to a service desk agent and receive the solution in seconds, directly on Microsoft Teams. In its first month alone, Elle-Dee answered over 1,000 questions from employees, while also unlocking accounts, provisioning software, and managing approvals.

While conventional chatbot toolkits can take years to produce impact, Elle-Dee was live and delivering results in less than 100 days. Powered by the [Moveworks Intelligence Engine™](#), the bot was able to handle hundreds of use cases from day one, while improving its knowledge of loanDepot's unique business with every conversation.

"I've been through a heck of a lot of implementations," said Small. "Launching Elle-Dee was one of the smoother experiences I've had. The Moveworks Team was with us at every step, establishing clear expectations, answering questions, and keeping us informed from the very beginning."

A smooth transition to hybrid work

One major pain point for the loanDepot IT team was the sudden transition to remote work in 2020. Working from home meant employees needed more IT help, and they needed to access it remotely.

"When loanDepot transitioned to work from home, phone support became a massive challenge overnight," said Small. "We were getting thousands of calls a day. People were on hold for over an hour. I'm not going to sugarcoat it. It was that bad."

Enter Elle-Dee. Even now with employees working in a hybrid environment, IT issues are resolved instantly, remotely, and often without agent intervention — all directly from a chat conversation.

"With Moveworks, we could drive more and more people toward self-servicing their own support," said Small. "Wait times dropped immediately. Now, people don't pick up the phone. They know that Elle-Dee is available 24/7."

The bot isn't just helping employees. For the help desk, it's freed up agents to concentrate on high-impact initiatives:

"Because of all the time Elle-Dee's opened up for my team, I've been able to refocus L1 agents," noted Small. "Instead of spending time working through routine questions, they can become knowledge creators and subject matter experts."

Putting support where employees already work

More and more employees are becoming dependent on enterprise chat platforms like Microsoft Teams. Small saw this trend as an opportunity to build a one-stop shop for everyone at loanDepot to get help at work.

“It was super important for us to make support accessible on Teams,” said Small. “We didn’t want to add another new thing for people to learn. We needed a solution that was native in a platform we were already using.”

Elle-Dee meets employees on their own terms, providing solutions from across the entire tech stack, all through one conversational interface — without forcing anyone to log in to their ServiceNow portal or call a support number.

Today thousands of loanDepot employees use the bot to get help at work, and that number will continue to grow as more and more employees experience how quick and easy it is to get support.

“Moveworks surfaces solutions that are spot on,” said Small. “With support at our employees’ fingertips, they get answers instead of extended downtime.”

Helping new hires feel at home

Hybrid work can be wonderful. But it’s not without its challenges, especially when onboarding new employees. Every company has a different support ecosystem, approval processes, and hardware preferences. And teams often depend on different tools. If you’re a new employee, there’s no easy way to quickly learn everything new on day one.

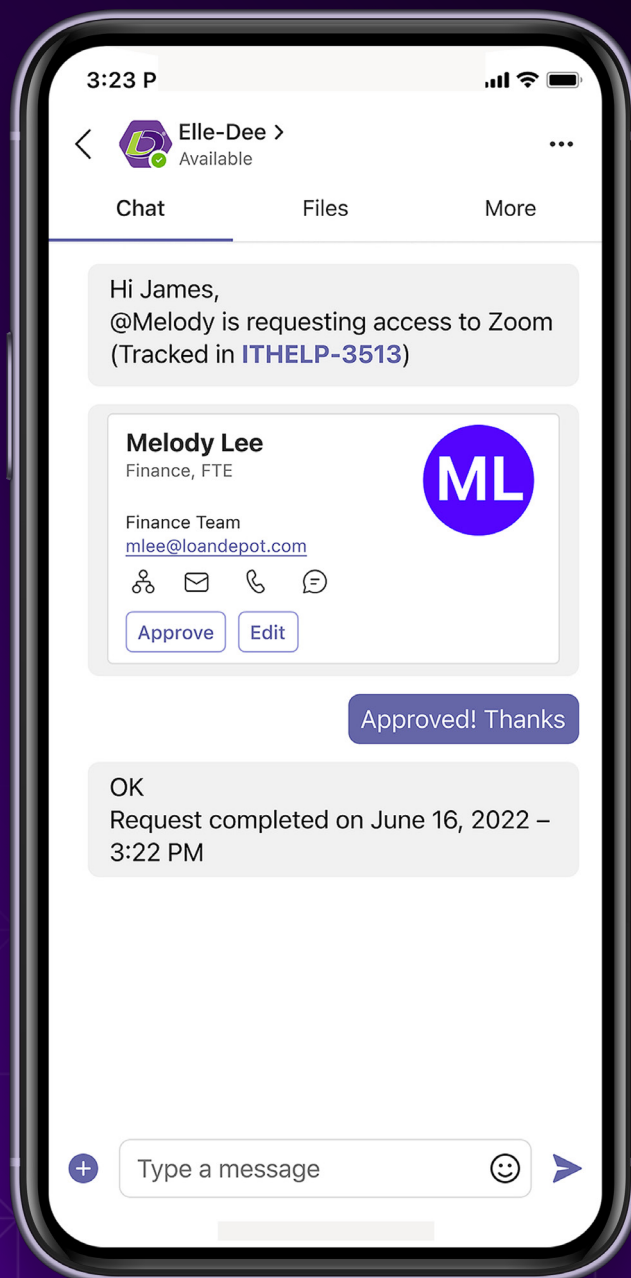
“Onboarding is a big challenge for every company,” said Small. “Every Monday, we have to get new people up to speed fast.”

The team at loanDepot looked for ways to leverage their new AI-powered chatbot to help new hires learn the ropes. Elle-Dee was an obvious solution. Understanding conversational language, the bot can help even new employees get access to the right software, fill out first-day paperwork, and join relevant distribution lists.

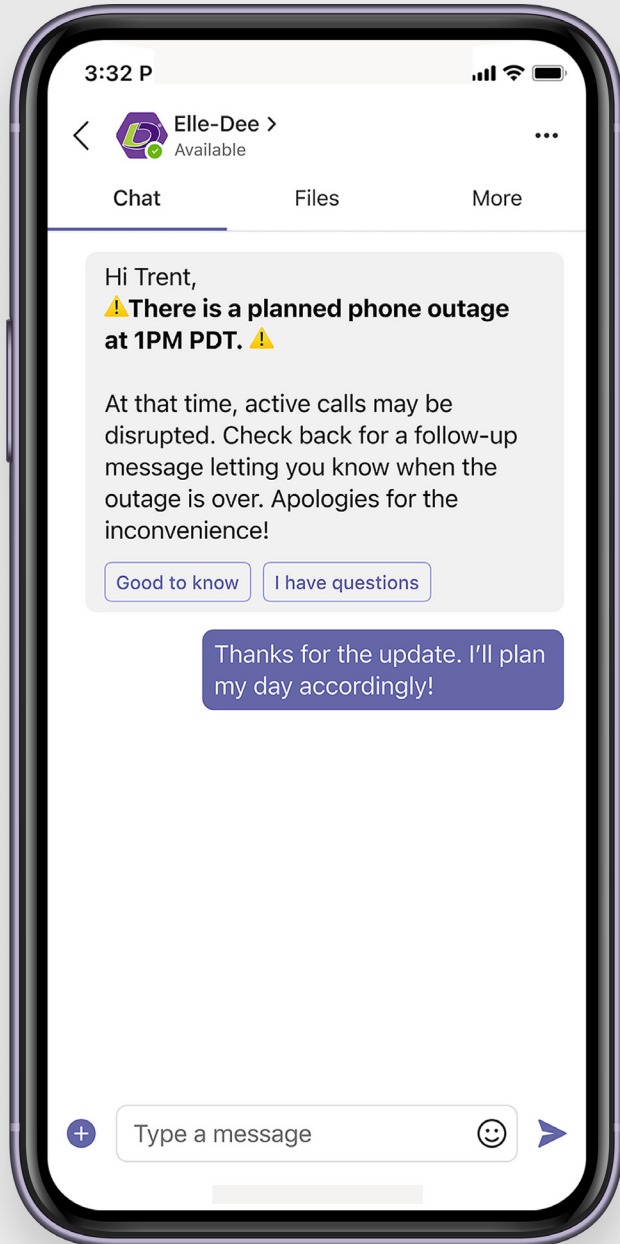
“Having a single place for new hires to get help relieves a massive burden for my team,” said Small. “By introducing Elle-Dee during onboarding, we make sure that people know where to get help, now and in the future. Over time, just that one change has an enormous compounding impact on what IT has time to do.”

Accelerating approvals with AI

After an employee submits a request form, Elle-Dee can automatically route approvals to the right hands, directly on Microsoft Teams. Managers can easily accept or deny access using natural language, ensuring that employees get what they need — whether it’s access to software or being added to a distribution list. In an old school IT model, approvals can take days. But now, employees who use Elle-Dee can get what they need in as little as 5 minutes.



Product Highlight



90%

Employee satisfaction with the bot

Driving change with employee comms

At the root of many IT challenges is communication. If you get this one thing right, employees become informed and productive, even if they're new to the company.

"We've wanted to break away from email for ages," said Small. "So when I found out that we could send targeted communications through Moveworks, I gasped."

Mass email notifies everyone simultaneously, without clarification, next steps, or personalization. But with [Moveworks for Employee Communications](#), the loanDepot team could:

- Reach employees directly on Teams
- Target specific employees, based on department, time zone, or other factors
- Answer follow-up questions instantly
- Share policy updates in real time

The first test was onboarding. The IT Team sent out a targeted message to new employees explaining how Elle-Dee could help them succeed and the employee response was overwhelmingly positive. 90% noted how helpful the bot had been in their first week.

"We want people to get comfortable using the bot," said Small. "Comms offer us a great opportunity to show off what Elle-Dee is capable of."

Comms are just as helpful for keeping a hybrid workforce aware of what's going on. The loanDepot team has used Elle-Dee to send out notifications of outages and various policy changes — and they've seen strong engagement as a result. While average corporate email message rates are in the low teens, more than half of loanDepot employees engage actively with messages sent via the bot.

All this communication adds up. Introducing the bot and sending reminders prevent issues that would otherwise disrupt and distract employees, keeping them from doing their best work.

"Moveworks for Employee Comms is a huge win. The difference in engagement — when compared to email — is astounding."

— **Donald Small**, Director of IT Service Management, loanDepot

Unlocking loanDepot's future with AI

What's next for Elle-Dee? Donald Small has plenty of ideas. Recognizing that loanDepot's employees are the company's greatest assets, Small will continue to work diligently to find the right tools and technologies to create his "workplace of the future".

Whatever the next step is, Small, his team, and Elle-Dee are more than up for the challenge of creating an amazing employee experience.

"We recognize that the world has fundamentally changed since 2020. Exceeding employees' expectations is a never-ending journey. As loanDepot, and FinTech as a whole, continues to evolve — we need tools that can keep up. Moveworks will help loanDepot grow."

— Donald Small, Director of IT Service Management, loanDepot

Request a demo

moveworks.com/request-demo

