

Case Study 1 :

'New Customer Acquisition'

The Brief:

- Our top 10 lending client has built and retained a significant market share in an increasingly competitive and congested mortgage market place
- Going forward, a key strategic priority is the further growth of its residential mortgage business.
- Central to this strategy is the development and refinement of mortgage application processing. A dynamic market environment and ongoing shifts in customer perceptions highlight the need for a diagnostic programme of research capable of:
- Monitoring customer satisfaction trends and underlying drivers over time
- Identifying short-term changes in customer perceptions and experiences

Our Response:

- Design and implementation of an innovative longitudinal mortgage applicant panel that follows applicants through the application process from approval to completion.
- The panel consists weekly interviews focussing on the positive and negative brand experiences that have occurred in the preceding 7 days, and encompasses service delivery by our client and any 3rd parties involved
- Real operational change has taken place as a result of this study, and panel findings are now an integrated part of senior management KPIs throughout the year
- BDRC is about to complete the 4th wave of this study, using a 12 week panel cycle on behalf of our client.

Case Study 2 :

'Lost Mortgage Business'

The Brief:

- Borrowers rarely make more than one mortgage application at a given time. However, viewed more broadly, there is considerable drop out along the "purchase path".
- Our building society client reports that, a 1% improvement in retention from DIP stage to completion would significantly increase our client's gross lending by £m's per year.
- BDRC has been commissioned to conduct research addressing this issue and to throw light on actions that would improve retention along the 'purchase path'.

Our Response:

- BDRC developed and launched a 'lost mortgage business' panel. Sampling at KFI issue point and tracking the route of enquirers to a mortgage lender (or not) over the course of the subsequent 10-12 weeks, via fortnightly interviewing
- Where our client is the chosen provider, we assess in detail, the way in which the application is handled. Where an applicant leaves the process, their rationale for doing so (including service delivery issues) is examined to help identify retention strategies and/or incentives that could be implemented to prevent similar business 'leakage' in the future
- Again, TCF is a core variable in this study, and there are clear indications in the inaugural panel, that perceptions of unfair treatment do act as a trigger to consider and take up competing mortgage offers