

# MORTGAGE MARKET SUCCESS

## CUSTOMER EXPERIENCE FIRST

### THE MORTGAGE MARKET IS TOUGH

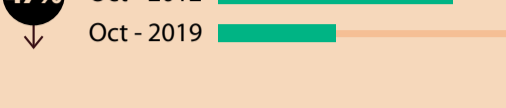
Mortgage outstandings are declining in real terms



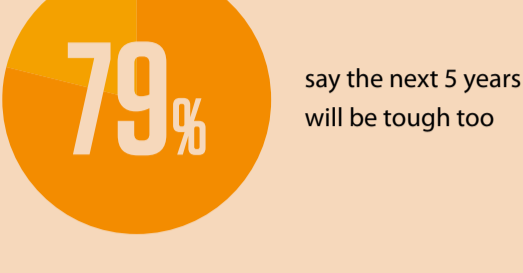
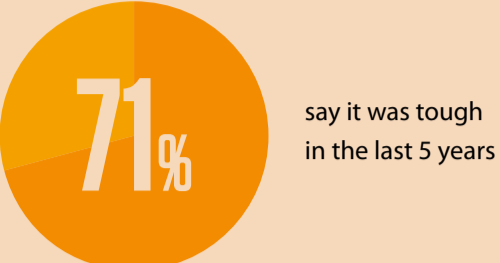
Origination costs are increasing



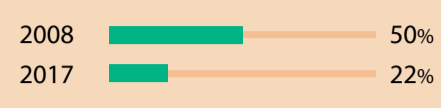
Profitability is declining



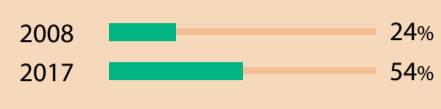
Regulations will make things harder



Large banks are losing market share



While new lenders have grown market share



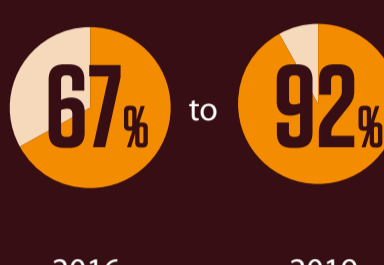
### CONSUMER DYNAMICS ARE CHANGING RAPIDLY

Millennials share of mortgage originations is at **48%**

Online loan originations rose **30% annually**



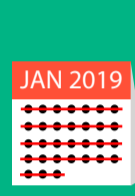
Customers researching mortgages online rose



### THEY ARE FRUSTRATED WITH CURRENT MORTGAGE PROVIDERS



Significant documentation



Time to close a mortgage is still high

**62%** of consumers suffer from mortgage related stress



**97%** of consumers are frustrated with the existing mortgage processes

### DIGITAL CUSTOMER EXPERIENCE DRIVES REVENUE GROWTH

Digital lender Quicken Loans has proved the value of customer experience

**1**

#1 on customer satisfaction for 10 years in a row\*

**3X**

Tripled mortgage originations over the same period

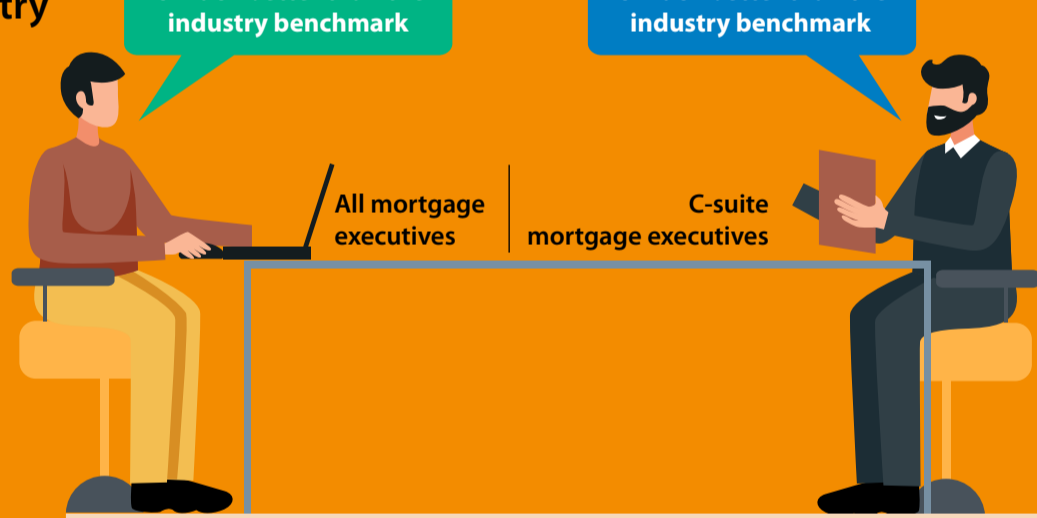
\*J.D. Power U.S. Primary Mortgage Origination Satisfaction Study

### BUT TRADITIONAL PROVIDERS ARE COMPLACENT TO THE RISKS

Most believe they **out-perform** their industry

**66%** Our performance is much better than the industry benchmark

**76%** Our performance is much better than the industry benchmark



We have achieved high digital maturity

Mortgage executives believe their digital maturity levels are high

**82%** AI & automation

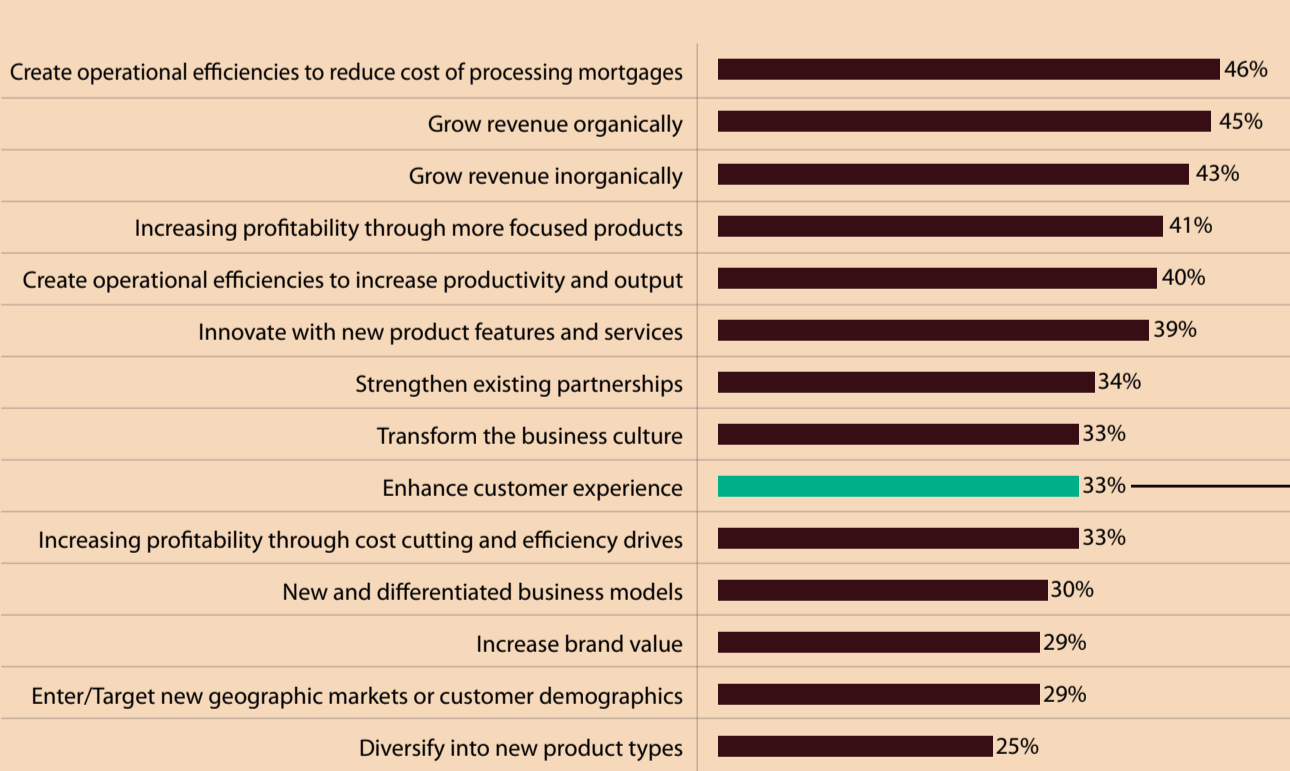
**80%** Digital Strategy, Learning and Skills

**79%** Design

**78%** Agile and DevOps

Percentage of respondents rating their organization's digital maturity

### YET CUSTOMER EXPERIENCE IS NOT A PRIORITY



Customer experience is the **9<sup>th</sup>** most important priority for mortgage providers

### THE CHALLENGE IS THEIR INVESTMENTS ARE PULLED IN THREE DIRECTIONS

**78%\***

#### SERVICING

- PROCESSING
- CUSTOMER SUPPORT
- MAINTENANCE

**77%\***

#### ORIGINATIONS

- SALES
- CUSTOMER INTERACTIONS
- PRODUCT DESIGN



**77%\***

#### DEFAULTS

- COLLECTIONS
- FORECLOSURE

This makes it difficult to build a holistic view of customer experience

\*Percentage of respondents currently investing or planning to invest

### TO GET AHEAD AND WIN MARKET SHARE, MORTGAGE LENDERS MUST PRIORITIZE CUSTOMER EXPERIENCE



**CUSTOMER FIRST!**