

## Digital advice journey embraced by mortgage advisers

**UK, December 12, 2017:** UK Mortgage advisers are poised to lead the way with a digital customer journey process, according to mortgage technology expert, Mortgage Brain.

Around 80% of attendees surveyed at its 2017 series of Mortgage Vision events said that creating a digital customer journey is important or very important for their business.

Mortgage advisers in the South West appear to be best prepared for the digital drive with 60% of respondents at Mortgage Brain's Winchester event saying they didn't need any help in improving their customer's digital journey.

By comparison, 90% of Mortgage Vision respondents in Newport, South Wales, said they do need help, followed by 85% of respondents in Leeds, 80% in Birmingham and Watford and 60% in London.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The influence of the digital age and the customer journey is clear to see with the vast majority of advisers at our Mortgage Vision events saying the adoption of a digital customer process is an important part of their business offering.

"While the appetite for digital advice solutions is strong, the majority of advisers we spoke to are looking for help in improving their own digital customer journey. The good news is that with limited effort, single or multi-adviser firms can create a digital solution using the technology that's already available to them."

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"Mobile apps, interactive websites with mortgage calculator plug-ins, online secure client portals, digital fact finds and information sharing, and digital application submission, for example, can all be brought together to smooth the customer journey and enable advisers to offer a modern and flexible digital mortgage advice process."

The creation of a digital customer experience was one of the main topics at this year's series of Mortgage Vision events, which were organised and hosted by Mortgage Brain during September, October and November.

Over 1,000 mortgage advisers attended the events, which also featured headline presentations from AMI and Nationwide and The Mortgage Works, as well as round table discussions from Coventry for Intermediaries, ConveyancingBrain, Fluent Money for Advisers, OneSavings Bank, Mortgage Brain, Nationwide and The Mortgage Works, Royal London, Santander for Intermediaries and Skipton Intermediaries.

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## About Mortgage Brain Limited

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- [Mortgage Brain](#) is an expert in technology and software solutions proactively supporting Lenders, Networks, Corporates and Intermediary Mortgage Advisers.
- Its integrated product suite includes First and Second Charge mortgage and Conveyancing sourcing - [MortgageBrain Classic](#), [MortgageBrain Anywhere](#), [LoansBrain](#) & [ConveyancingBrain](#), point-of-sale, CRM, compliance system - [the Key](#), online mortgage submission - [Mortgage Trading Exchange \(MTE\)](#), websites, calculators, plugins - [MortgageBrain B2C](#) and Data Analysis & Lending Solutions.
- Mortgage Brain has over 20,000 users of its products and services and is a Microsoft Gold Certified Partner.
- Industry awards include 4 times winner 'Best Technology Provider' at the Mortgage Strategy Awards, the Pink Service Award for 'Best Technology Provider', and 4 times winner of the 'Technology Advocate of the Year' at the British Mortgage Awards.
- Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays, Lloyds Banking Group, Nationwide, Royal Bank of Scotland, Santander & Virgin Money.

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