

# LEADING THE WAY IN A DIGITAL AGE

with the Mortgage Business Accelerator

The mortgage market has never been tougher. In an increasingly crowded arena, where technology is driving huge change, intermediaries have the power to choose which banks they work with and which mortgages they sell.

It's also an exciting time. A time where those who embrace new ways of working can take the lead.

Intermediaries expect to have all the information they need at their fingertips - at all times. That's where the Mortgage Business Accelerator comes in. Built using the Salesforce platform, it transforms the relationship between banks and intermediaries: speeding up responses to intermediary requests and growing mortgage sales.



# The Mortgage Business Accelerator gives intermediaries everything they need in one place

Intermediaries can access up-to-date reports on their sales, commission earned and lending trends. They can even schedule tasks and get advice on mortgage applications and new products.

The platform is easy to use on laptops, tablets and mobiles. Banks using this technology are exceeding intermediaries' expectations - giving them all the online tools they need to do their job.

The Mortgage Business Accelerator also gives relationship managers a simpler, faster and more effective way to manage their intermediary channels.

The solution streamlines processes, enables self-service and helps banks to prioritise urgent requests, allowing them to respond to enquiries in a matter of minutes - not hours or days.

Banks using the Mortgage Business Accelerator have greater visibility of how their intermediary channel is performing, making them better placed to upsell, cross-sell and develop competitive products.

## At scale

It's quick and easy to roll out the same solution to new teams and intermediaries - with virtually no limits to scalability.

## Securely

The Mortgage Business Accelerator adheres to all UK regulations and facilitates a consistent, compliant way of working.

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**"Our internal change team gave us a 1 or 2-year timeline to build the solution and I think it would have taken longer. Working with Salesforce and Cognizant, we did it in 6 months."**

**Steve Weston, CEO of Mortgages at Barclays**

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**"We need to make sure the broker journey is clear, efficient and easy - in order that this translates through to the customer."**

**Sidney Wager, Intermediary Partnership Director, Mortgages at Barclays**

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## The results

Banks using this technology are treating intermediaries as customers. As a result, they've boosted engagement and built solid foundations for growth.

They aren't surviving the digital revolution. They're leading it.

## How is the Mortgage Business Accelerator implemented?

### Quickly

The look and feel of the platform are customisable, but the majority of the core functionality is pre-built. This means we're able to jump-start the implementation process.

### Alongside existing systems

We've built the Mortgage Business Accelerator to work alongside legacy systems and existing apps.





KEEP CHALLENGING™

To see the Mortgage Business Accelerator in action please contact Srinivas Rudrabhatla, Head of CRM, at [infouk@cognizant.com](mailto:infouk@cognizant.com)

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