

# THE MORTGAGE HUT LEAD GENERATION CASE STUDY

How The Mortgage Hut used the Syndeo AI platform to radically improve lead qualification across digital channels.

## OVERVIEW

The issues related to COVID have highlighted the imperative to connect with prospects and customers in an online world. For mortgage brokers, having a coherent and cost-effective approach to online engagement and lead generation is now a necessity and no longer a nice-to-have. However, many challenges remain, including:

- How to do this in a cost-effective manner;
- How to make the engagement natural and responsive; and
- How to deal with customers who want to engage outside of normal working hours. The data shows that almost 60% of contact reach outs are during evenings and weekends.

## APPROACH

In September 2021, to drive further growth in their business and to provide a more personalised online engagement, Nicola Schrutrups, MD at the Mortgage Hut, decided to replace the traditional live agent chat approach with the Syndeo AI digital communication platform.

The solution was up and running in a matter of weeks and delivering immediate success for the Mortgage Hut.



The Mortgage Hut is one of the UK's leading mortgage brokerages, covering the whole of the UK. They offer online mortgage advice, as well as telephone and face to face appointments.

The firm currently has 22 advisers and 10 support staff.



"We have seen a significant improvement in the quality of leads generated through the Syndeo platform when compared to what we had previously seen with our outsourced live chat provider. We are now engaging customers who are much further advanced in their mortgage journey. Not only this, but the business case is a 'no-brainer'."

**Nicola Schutrups**  
Managing Director, The Mortgage Hut

## Modelling customer conversations

The first critical step for the Syndeo team was to model the AI conversation using data gathered from previous live interactions. These live chats were used to train the underlying AI model to ensure a conversational style interface was developed.

## Learn and iterate

With the flexibility of the Syndeo conversational AI platform, the team at the Mortgage Hut were able to iterate with small incremental changes to refine and ensure maximum customer engagement. 40 such micro changes were applied within the first 60 days after initial go-live.

## Deliver true multi-channel

Syndeo designed the system to be truly multi-channel, enabling the Mortgage Hut to leverage digital messaging through WhatsApp. The Mortgage Hut will launch a dedicated WhatsApp for Business through the Syndeo platform before the end of 2021.

## Integrate to company CRM

To ensure maximum benefit and reduce manual input, all leads captured by the AI platform were automatically populated into the Mortgage Hut's Customer Relationship Management system (Pipedrive) and assigned as leads so the best advisor could contact the customer within 30 minutes during office hours.

## RESULTS

The results achieved by the Mortgage Hut were instant and made possible in a matter of weeks. Deploying the Syndeo conversational AI platform coupled with a focused approach to delivering an enhanced online customer journey helped ensure October 2021 was the team's best month in 11 years!

The Syndeo AI platform has delivered the following in a 30-day period:



**231**

leads generated



**67%**

engagement level  
(customers who engaged when offered the opportunity to chat)



**66% (or 3x)**

reduction in cost per lead (compared to outsourced live chat)



**54%**

of leads generated out of hours (evenings and weekends)

## CONCLUSION

Adoption of AI and related technologies in financial services is still in its early stages. However, with the advent of COVID, lockdowns and interacting remotely, having a clear digital engagement strategy to engage customers and grow your business is now crucial.