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Press Information

Release Date: 03/12/02

Software development helps secure national Mortgage award for Alliance & Leicester

Alliance & Leicester website, which incorporates a number of innovative bespoke software features developed by Birmingham-based Ridgian, has scooped the inaugural award for Best Online Mortgage Lender in the "Your Mortgage" magazine annual Awards.

The enhanced site was launched in July to strengthen Alliance & Leicester's online sales facilities. A number of feature-rich enhancements were made to the website including an innovative online mortgage quotation and application process, developed by software solution company Ridgian.

The Award winners were announced in the magazine's latest issue and the Online category, introduced this year, was voted for by readers of Your Mortgage magazine.

According to Your Mortgage, Alliance & Leicester's website has embraced new technology and the judges were extremely impressed with the look and functionality.

The magazine's report went on to say: "Design-wise, the site is very clean and easy to navigate, as well as downloading quickly. Simple signposts lead the customer into details of the latest products, as well as calculators to help work out repayments. Alliance & Leicester offers a customer-friendly online service that has clearly been designed with the user in mind."

Ridgian's software development team worked closely with Alliance & Leicester's e-commerce team on the site enhancements for more than six months prior to the re-launch in the summer.

"The site provides a range of tools and an advanced repayment calculator to help all customers understand how different types of mortgages work, to help them find the best deal, as well as saving time," comments Ridgian MD Jason Betteridge.

"This kind of project is ideal for us as we pride ourselves on delivering feature-rich Internet and Intranet based solutions for large scale requirements

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"It's fantastic that Alliance & Leicester has won such a prestigious award and recognition for its website which boasts high levels of functionality and features to help increase the number of customers who apply online.

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"Ridgian is proud to be a part of the Alliance & Leicester website project, and it is great to think that maybe we have played a part in securing the website such an esteemed award and nationwide recognition."

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The Your Mortgage Awards are the longest-running consumer mortgage awards, and are in their 13th year.

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This project for Alliance & Leicester is one of the latest in Ridgian's established portfolio of companies within the Banking and Finance sector that has represented the core of its activities since the company was founded in 1998. It is also active within the legal and insurance sectors.

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For more information about Ridgian's software development services.

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Contact:
Ridgian Resource Solutions
Tel: 0121 698 2002
Visit: www.ridgian.co.uk

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For more information about Alliance & Leicester's website.

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Contact:
Cathy Sullivan, Alliance & Leicester
Tel: 0116 200 3385
Email: cathy.sullivan@alliance-leicester.co.uk
visit: www.alliance-leicester.co.uk

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For more information contact Diane Wood
Tel: 01562 861434
E-mail: diane@diane-wood.co.uk

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Notes to editors:

Ridgian provides software development-based services and outsourcing from its offices in Brindleyplace, Birmingham. Founded in 1998 by Birmingham born brothers Jason and Simon Betteridge, the company has expanded significantly over the last 12 months, recruiting additional full-time software developers as well as founding

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Ridgian Resource Solutions which is the Group's in-house Sales, Marketing and Recruitment company.

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A Microsoft Certified Partner, Ridgian provides professional services including Business Analysis, Project Management, Functional Design and Software Architecture to a client portfolio that in particular, includes ongoing activities for Barclays.

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About Alliance & Leicester:

Alliance & Leicester is one of the UK's largest financial institutions. With over £22bn of outstanding mortgage advances, Alliance & Leicester accounts for around four per cent of the total UK mortgage market. Alliance & Leicester's website receives on average 400,000 unique visitors per month. The company offers incentives for customers who purchase products online. The website can be found at www.alliance-leicester.co.uk

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