

ALLIANCE & LEICESTER WEBSITE OFFERS MORE FOR MORTGAGE CUSTOMERS

Encouraging people to apply online

Alliance & Leicester has completed a major project to improve the mortgage section of its internet site www.alliance-leicester.co.uk, designed to strengthen the support it gives to customers through the online quotation and application process.

It is generally accepted that getting people to apply for mortgages over the Internet is difficult, particularly first time buyers, as people want a certain amount of human support to advise them through this often daunting process.

To counteract this the site has been developed to provide a range of tools and an advanced repayment calculator to help all types of mortgage customers find the best deal for them, as well as saving them time. The number of screens has been greatly reduced ensuring that an online application can now be completed in 20-30mins.

Alliance & Leicester has offered customers the ability to apply for a mortgage online for the past three years, with the mortgage section consistently being the most popular area of the site, currently attracting 50,000 unique visitors per month. In an attempt to further encourage the number of people who apply for a mortgage online, the process a customer goes through was reviewed and improvements made.

Most mortgage repayment calculators are basic in design and only display the first years repayments, meaning that customers have to run multiple calculations in order to compare products. The new calculator on the site gives the option to view

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a particular product type (e.g. view all fixed rate products) or the choice to view the

