



# Mortgage Lenders' Forum

**JULY MASTERCLASS**

**LONDON, 2 JULY 2008**

**MUNGO DUNNETT  
ASSOCIATES**



# THE JULY MASTERCLASS

## Retention: moving to the second phase

Wednesday 2 July 10.30am-4.00pm

The masterclass will be introduced by Mungo Dunnett, the director of Mungo Dunnett Associates. The session will be co-presented by Hugh Kingdon, formerly Director of Strategic Marketing and Investments at GMAC-RFC, and one of the leading strategic marketers in UK lending.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

The effective handling of customer retention has gradually come to be accepted as one of the most valuable – and profitable – aspects of mortgage activity. Lenders have historically tended to focus their efforts on the aggressive acquisition of new customers, and in the pre-credit-crunch era with margins on new business falling, the damage done through the steady loss of profitable mortgage customers was considerable – but often not properly evaluated by lenders, and the causes not properly understood.

In many regards the 2008 landscape changes the picture and requires its own specific retention approaches; and yet the underlying lender behaviour that drove the remortgaging phenomenon and unnecessarily eroded margins is still in evidence. Although every significant lender is now targeting retention as a specific business activity, effective methods to combat this threat have proved elusive. Many organisations have implemented retention strategies that fail to address the underlying

issues – and, in some high-profile cases, have significantly destroyed value.

Based on our extensive retention work in the UK mortgage sector, this workshop considers all of these pressing issues, puts them into the context of the 2008 market, and considers the typical lender responses.

The workshop will focus on the following key areas:

- How can lenders balance market share and profitability for new and existing customers?
- What are the implications of the funding squeeze for retention strategies – and what will retention in the post-crisis market entail?
- What is best practice in analytical, pricing, staff training and communication practices?
- What is the best way to utilise call centre staff in handling retention?
- What are the implications of intermediaries in mortgage retention?
- What is the ‘second phase’ of retention, moving from reactive maturity management to a proactive value-based approach?

### Insider Briefing

A separate slot during the workshop will outline and discuss the trends and developments that have affected the UK mortgage market since May, and their implications for lenders.

The masterclass is taking place in central London at the IoD Hub building (pictured above), a purpose-built meeting and conference centre just next to Liverpool Street station.

The full address is:  
IoD Hub  
New Broad Street House  
35 New Broad Street  
London EC2M 1NH

Dress code:  
Formal or business casual, as preferred

