

## Building customer trust by showing we care



### The Story

One of our existing customers, Mrs Seatley\*, was in the process of transferring her lifetime mortgage between different properties. The process was proving to be quite stressful owing to delays being caused by third parties, and the situation was further complicated by her having a fall and ending up in hospital.

### What We Did

Upon being informed of this in an e-mail, one of our Customer Account Managers took the initiative and phoned her to check on her wellbeing and to see if there was anything further we could do for her. As the customer had no family to check up on her, she really appreciated the call.

### The Result

The call built a level of trust, with the customer feeling we had her best interests at heart, which has led to upbeat interactions ever since.

It's an example of the customer-focused mentality that exists throughout the business not only during the application process but also all subsequent follow-on care. Throughout their time with us, customers will always be treated with compassion and respect, with a Customer Account Servicing team on hand to support them.

“As a company we recognise that our customers are people, not a case number. Having direct contact with customers and having the ability to help them in these sorts of situation is one of the most enjoyable parts of the job, especially when you get to witness outcomes like this.”

**Oliver, Customer Account Manager**

\*Client names have been changed to provide anonymity.  
We cannot give any assurances that applications outside our lending criteria will be approved.



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