



C&G – REDUCING MORTGAGE CHURN

Background

We had to ensure that those customers who were at high risk of churning or shifting to another provider stayed with C&G, maintaining the value of the Mortgage book.

Strategy

To do this effectively we needed to identify the customer segments most at risk and put in a place a mailing programme that would effectively ensure retention. We predicted those customers likely to look to change mortgage for life stage reasons, e.g. marriage, children etc. These groups were mailed with relevant, personalised messages highlighting specific mortgage benefits and for those simply moving house, free transfer of their current product to new home.

Results

As part of the ongoing mortgage retention programme Positive Thinking campaigns were central to the ensuring delivery of more than £130 million in retained funds.

**£130
million**
in retained funds



C&G – RETAINING HIGH VALUE MORTGAGE CUSTOMERS

Objective

We had to ensure that those customers who were at high risk of churning or shifting to another provider stayed with C&G, maintaining the value of the Mortgage book.

Strategy

Identify those customers at high risk of churning and deliver mailings that were more immediate and urgent in tone. The response was very clearly directed at generating phone call to retention team and the creative focus on dramatising C&G benefits and clarifying the retention process. This programme linked carefully into subsequent mailings with an Anniversary mailing after one year highlighting the adaptability of their C&G mortgage to their current circumstances.

Results

Each retention mailing delivered an average in excess of £20 million in retained funds and overall churn levels reduced by 30% year on year.

CHURN DOWN BY
30%