

SUCCESS CASE



Innovation in Second Charge Mortgage Space

VASS supports Interbridge Mortgages in launching their new business within 12 months, effectively navigating a highly regulated and complex environment.



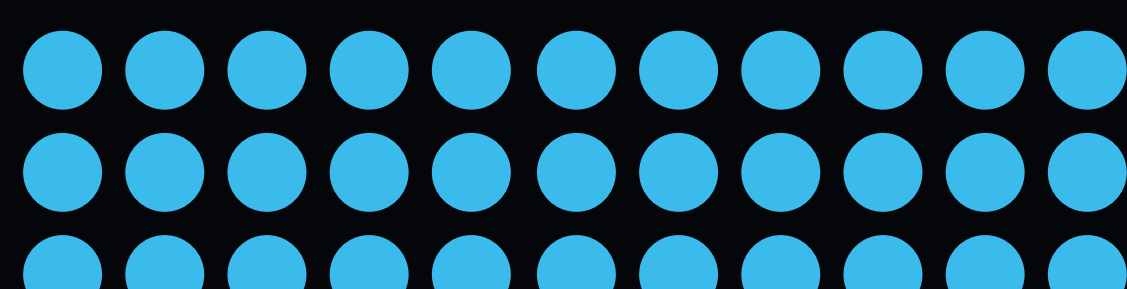
Overview

Interbridge Mortgages, a new entrant in the second charge lending market, has partnered with VASS to revolutionize the mortgage industry. By leveraging advanced technologies and innovative solutions, Interbridge aims to deliver a seamless, user-centered experience for both brokers and customers. This case study explores the challenges faced, the strategies implemented, and the remarkable results achieved in their mission to disrupt the traditional mortgage sector.

"Anyone who's been through the process of taking out a mortgage knows that it's one of the most stressful things that you can do and our job is to take a lot of that stress out of it."



Jonny Jones
CEO Interbridge Mortgages



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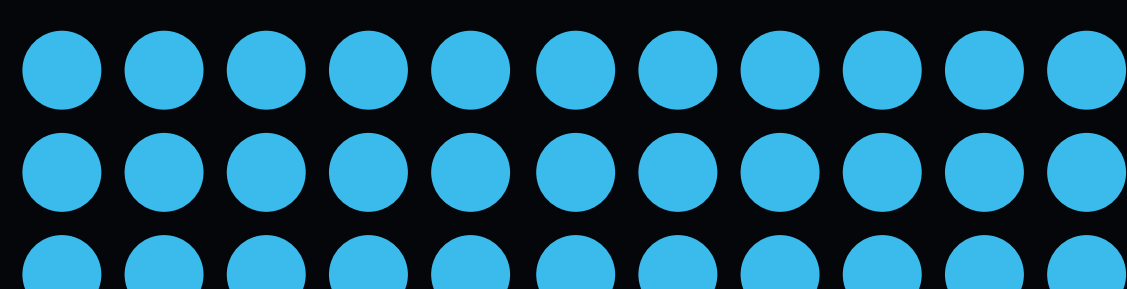
Challenges

Interbridge needed to obtain **FCA approval** to officially launch their new mortgage offering within 12 months, while **developing a streamlined process for managing and sharing loan documentation** to accelerate mortgage approvals.

Background

Market Disruptor: Interbridge Mortgages, a new lender in the second charge lending market, offers secured loans across England, Scotland, and Wales.

Products: Second charge mortgages, also known as homeowner loans, allow individuals with an existing mortgage to borrow additional funds for purposes such as home improvements, debt consolidation, or completing projects.



Objectives

1 Customer Experience
Deliver an exceptional, frictionless experience for both **brokers and customers.**

2 Market Disruption
Implement a modern, User-centered application to streamline the customer journey and significantly disrupt the **lending market.**

3 Innovation
Develop new products and services that cater to today's customers and transform the **conventional mortgage industry.**



Key Requirements

1

Operational Readiness

Establish a robust in-house operations team with strong support and leadership.

2

Regulatory Approval

Secure FCA approval to officially launch their new mortgage offering within 12 months.

3

Digital Transformation

Maximize digitalization of the customer journey using no-code to minimal low-code approaches for maintainability and scalability.



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Our Approach

Tech Solutions: Focus on four key work streams - Data Management, Integrations, Salesforce, and OmniStudio.

Team Collaboration: Over 40 VASS employees and external vendors, emphasizing constant communication, collaboration, and cohesion.

Compliance: Meticulous attention to compliance with financial regulations and robust data protection measures.



"Interbridge sought to innovate in the second charge mortgage space with a cost-effective, sustainable product. Our priority was delivering a zero-code platform using only out-of-the-box functionality."

Jenny Guisquet,
Head of Customer Success, VASS

"When we first identified VASS, one of the key things that stood out to us was that our values match between VASS and Interbridge."

Kieren Amand,
Head of Transformation, Interbridge Mortgages



How we did it?

VASS developed a modern, future-proof application to enhance both internal operations and customer interactions, aligning with their vision of a user-centered journey from onboarding to customer service.



User-Centered

Developed a future-proof application to enhance both internal operations and customer interactions.



Salesforce Integration

Developed a no-code solution on Salesforce, enhancing the customer experience by using out-of-the-box features in Financial Services Cloud, Experience Cloud, MuleSoft, and OmniStudio to streamline the loan lifecycle.



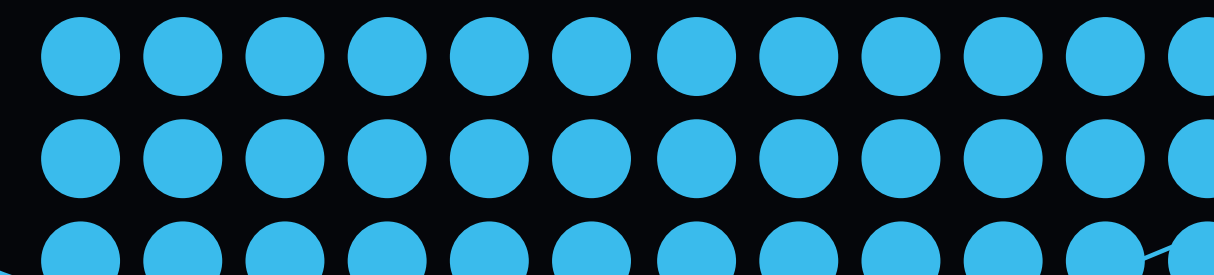
Technology Integrations

Streamlined the loan lifecycle by integrating multiple technologies.

"Over the last 12 months we've built a mortgage origination platform that is simple and intuitive to use and allows our Brokers to Market and sell our products."



Paul Strinati
CTO Interbridge Mortgages



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Key Components

Loan Document Management

Enabled quick management and sharing of loan documents.

Real-Time Updates

Provided real-time updates to customers and brokers.

Loan Application Process

Streamlined and expedited the overall loan application process.

Customer Support

Optimised post-loan payout customer support by effectively managing queries with Salesforce case management.

Human-Centric Approach

Focused on delivering a solution that people wanted to use.

Feedback Integration

Constantly iterated based on user feedback, aiming to reduce clicks and automate processes.

Collaboration

Ensured close collaboration among teams to refine and improve the system continuously.

Iterative Improvement

'Being a human-centric project, our goal was to deliver a solution that Interbridge's customers and brokers could use effectively and efficiently. Feedback was vital; we continuously improved the system to reduce clicks and automate processes.'



Marco Erzingher
Solution Architect, VASS

Results

Our collaborative efforts yielded remarkable outcomes, transforming the mortgage process and setting new benchmarks in the industry.

OVER £100m

Revenue Milestone

in the first 5 months,
surpassing the forecast.

700 Brokers

Successfully onboarded

1 Week to 24hr

Loan Application to Payout

4.9 RATING

On Trust Pilot,
supporting 3000+ new customers.

- **Loan Processing:**
Successfully handled the first loan application on the launch day.
- **First Mortgage Offer:**
Issued in the first week of launch.
- **Efficiency Improvement:**
Achieved an average application completion time of 13 days.



Partnering for Growth

Customer Experience

Created a seamless user experience for Interbridge's customers and brokers, facilitating rapid quotes and approvals.

Industry Transformation

Revolutionized the second charge mortgage market with a streamlined and supportive customer journey.

Operational Efficiency

Enabled the internal operations team to approve and payout loans promptly due to efficient integrations.

Customer Support

Optimised post-loan payout customer support by effectively managing queries with Salesforce case management.

Future collaboration

Ongoing Innovation

VASS will continue to collaborate with Interbridge Mortgages to evolve their mortgage product and innovate with new product offerings.

Strong Partnership:

The strong relationship between Interbridge Mortgages and VASS highlights the success of a long-term partnership and sets the stage for future collaboration.

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"We want to be able to look back and say that as a result of what we've done, the process of getting a mortgage is much simpler than it used to be and as a result, we've upended the market and changed the way that things work."



Jonny Jones
CEO Interbridge Mortgages

Technology



Service Cloud



OmniStudio



Experience Cloud



Financial Services
Cloud

Integrations

 Bottomline

 conga

 docuSign

 MAMBU

 MuleSoft[®]
from Salesforce

 Power BI



 Sage

 Zoot[®]

 aws

 experian[™]

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VASS

complex made simple

We are a leading digital solutions company headquartered in Madrid, Spain, present in 26 countries in Europe, the Americas, and Asia; with more than 5,000 professionals. We help large companies in their digital transformation process, developing and executing the most innovative and scalable projects, from strategy to operations.

All our growth comes from our talented people, passion for innovation, and a constant search for improvement, always the VASS way: "Complex made simple".



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