

LANDBAY

PROJECT

# Post Go-Live Broker Portal Interview Findings

Ongoing research

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# The Purpose of the research



To understand the broker's experiences better whilst using the Broker Portal as well as the DIP and FMA, how they perceive the portal with respect to our competitors, and to see what changes we might apply in order to improve the portal.



# Hypotheses



1. It is quicker for brokers to fill in our DIP and FMA compared to Apprivo
2. Brokers and case admins find it difficult to use the magic link
3. Brokers find the new portal easy and quick to use
4. Brokers often prefer to upload documents after submitting the case
5. Brokers understand product availability better in the new portal compared to Apprivo



# Aims and goals



1. Find out their positive and negative experiences
2. Find out where they think we can improve
3. Find out how we compare to our competitors
4. Find out how they think about particular features i.e. case clonning, solicitor section, uploading docs, magic link, live product view etc..

# Participants



## LPL brokers and case admins

1. Senior broker / Das Finance
2. Senior broker / Mortgages for Business
3. Broker / Sirius Property
4. Broker / Corner Stone Finance
5. Case admin / Vibes Financial services
6. Case manager / Commercial Finance Partnership

## Research method

1. Remote interview with three brokers
2. Screen share with one broker

*(User shared his screen while filling out the application from the beginning to some part of FMA.)*



# 2.

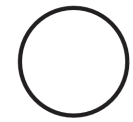
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## Interview findings

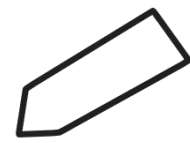
Broker Portal general usage





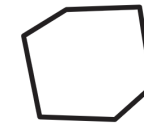


**Users found submitting a case straightforward, self-explanatory, easy to use and user-friendly.**



**They didn't have any major difficulties using our portal. However if they have an issue:**

- They would contact their BDM.
- They would telephone the support team.



**They feel they have all the support and guidance they needed to use it**

- They don't often need to call anyone while using our portal.
- They understand the tooltips and questions and found them clear.

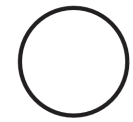


**Portal is user friendly and easy to pick back up**

It is all about getting used to the system. Once they use it, it is easy to get around.

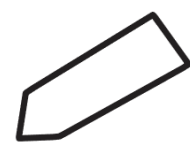


# New Broker Portal vs Apprivo



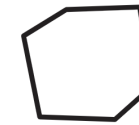
## Clearer and straightforward

- When brokers going back to check their application, it is more straightforward now. They have to just click on each tab rather than scrolling up and down.
- The user found the tabs on the side very helpful, as they show the parts the user missed to complete.



## Saves time

They don't need to wait until the very end to understand if the product is available.



## Fewer questions asked

There are fewer questions in the current system and they can answer with "yes and no" therefore users don't feel overwhelmed.



## Easy switch

Even though some brokers were happy to use our old system, they found our new portal better and easier.

# Our Broker Portal compare to other lenders



1. Landbay has the newest system compared to the other lenders.
2. The other lenders' systems have not been changed in the past 5-10 years
3. It is very hard to go from one section to the next in other lenders portal.
4. We allow the applicant to choose which solicitor to represent us.
5. Landbay has one of the best portal in the market in terms of giving more details related to the case. i.e. valuation instructed, valuation booked for in etc..

## **Foundation Home Loans**

They allow you to see what documents are outstanding on the portal.

## **Shawbrook**

They provide AVM (automated valuation model) which saves broker's time and it is cheaper for the client.



# General usage pain points



## The portal is NOT mobile-friendly

“Although Landbay's portal is good, it does not work on mobile and under specific device sizes.”

*Senior Broker*

### General behaviour

The users generally use two screens when filling out the application or they split the screen into two.

### The problem

If they split the screen, they see a message on the screen that says “we only support devices with 9-inch screen sizes and above.”

### Known issues

Borrowers are not able to accept the application form on their phone.

## We only support devices with 9” screen sizes and above.

Sorry, we currently only support devices with 9” screen sizes and above.  
Please use a larger tablet, laptop or desktop computer to access our portal.



Tablet  
(landscape)



Laptop



Desktop

If you still need help with anything else, please [get in touch](#).

# General usage pain points



## Unclear which questions are incomplete

“I cannot understand which questions are incomplete (what is missing) once I go back to the half completed section.”

Senior Broker

“It would be better if the incomplete questions were highlighted in a different colour.”

Case manager

### The problem

**The yellow line is not clear enough for the user.**

Even though brokers have already submitted a few cases with Landbay, they were unaware that incomplete sections were highlighted in yellow.

How is the property being sourced ⓘ

Default ▾

Do any applicants benefit from any incentives relating to the purchases ⓘ

☐ Yes

☐ No

Is the property being purchased from a family member ⓘ

☐ Yes

☐ No

Is the sale price less than market value ⓘ

☐ Yes

☐ No

Is the sale a contract re-assignment ⓘ

☐ Yes

☐ No

Is the sale a back to back sale ⓘ

☐ Yes

☐ No



# 2.

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## Interview findings

Findings related to individual sections of the portal







## Overall

“What you have on the home page currently is really good, I cannot think of anything else that I would need on that page.”

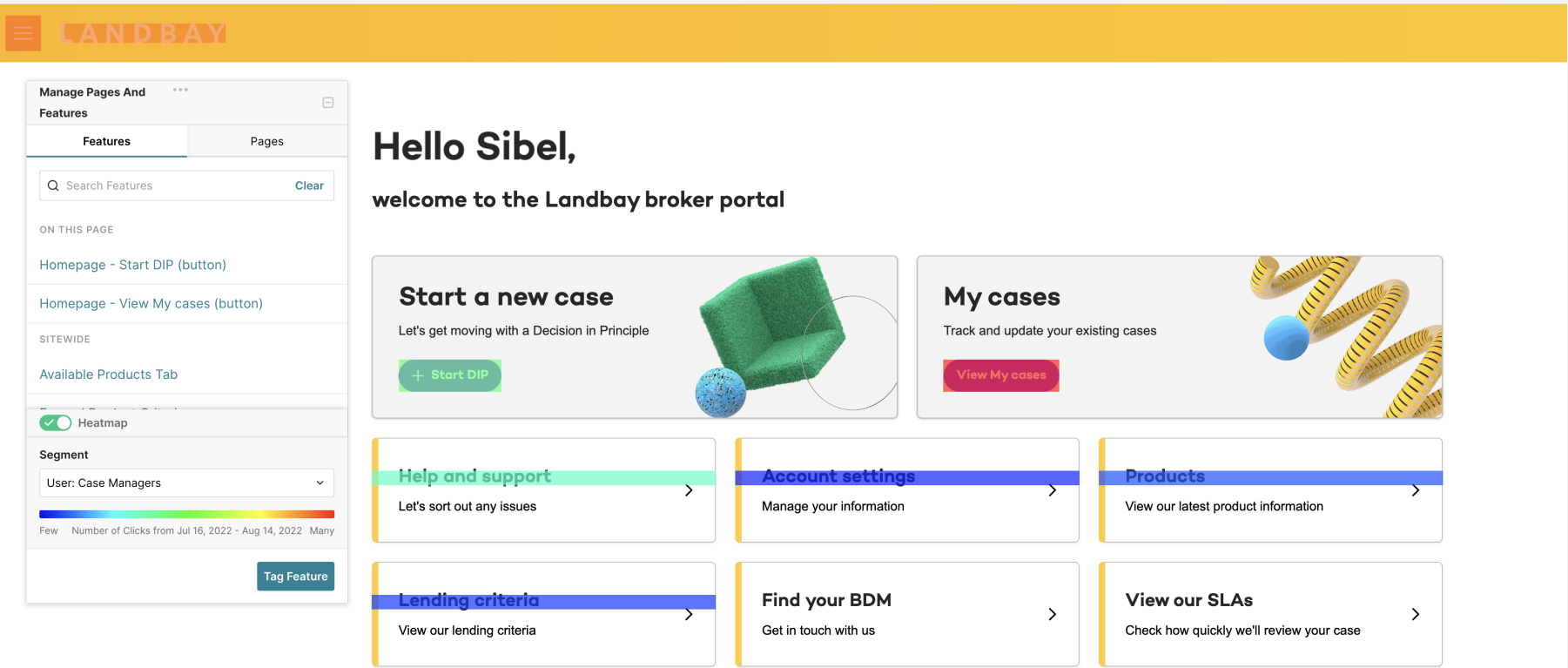
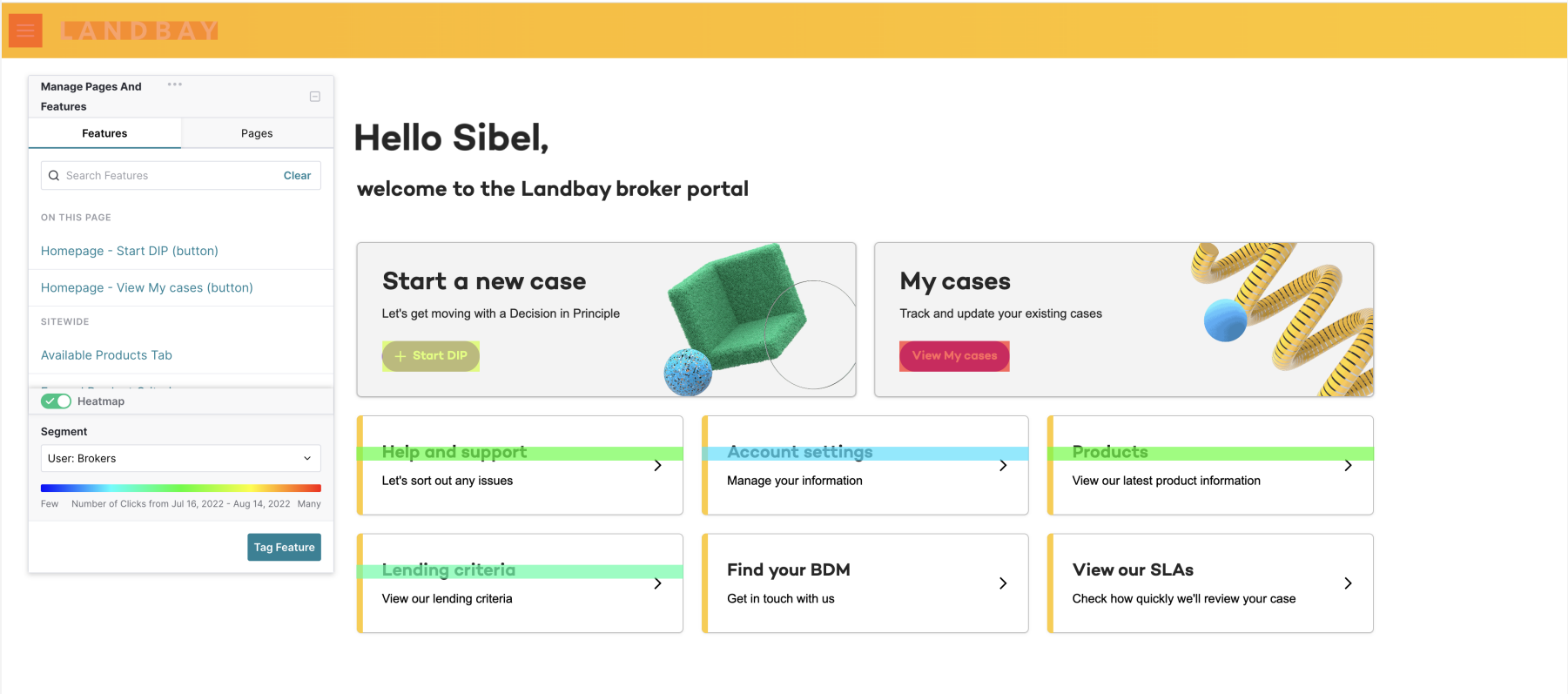
*Case manager*

- Everything brokers expected to see on the home page is currently there.
- Start DIP, View Cases, SLAs, Product and the Criteria sections were the most mentioned sections.

## Recommendation

- Having a tab for Landbay documents so they don't have to go to the website.

## Home page - Heat map Pendo







## Brokers

Brokers access the portal via a magic link. It works as expected for most of them.

### Observed issue

One broker was already logged in to the system but said he had some technical issues with a magic link. However he was able to log in once he reset his password.

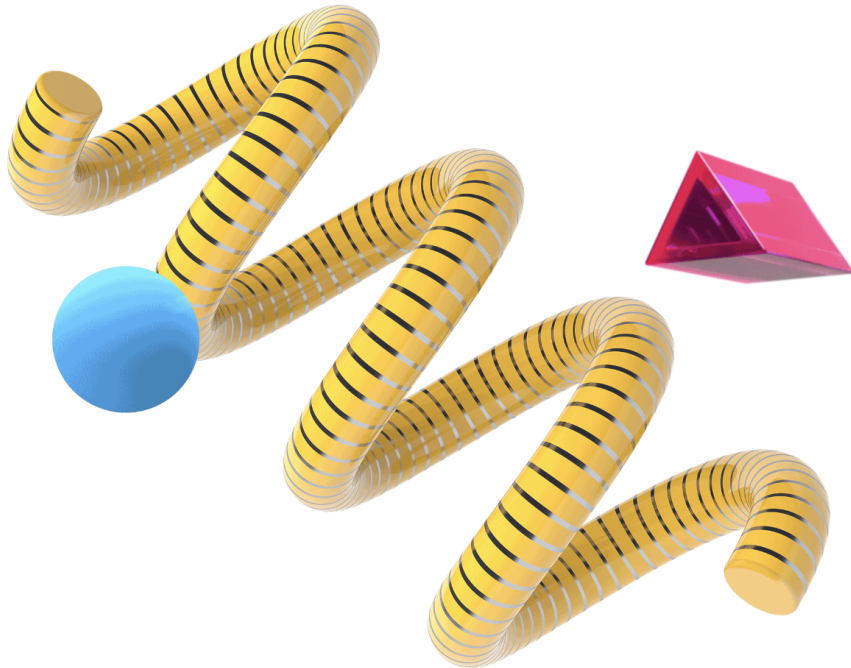
LANDBAY

## Login to your account.

Email address

Login

Don't have an account yet? [Register](#)





## Login

- In some firms, there is only one account that all case managers have access to.

**The main reason:** If someone is away, another case manager can easily log in and retrieve the updates related to a case.

- Only one case manager said she has been added as a case manager and has her login details.

**Pain points:** Not being able to receive the emails and relying on brokers to forward the email related to the case, which has caused problems.

- Some case managers log in to the portal using the broker's login details as the brokers were unaware that they could add a case manager.

## Case managers look after the case until offer

“Once I start working on a case I manage it until the very end, i.e. the offer stage, then the completions case manager takes over. I just make sure the client accepts the form and pays the fees.”

“I start working on each case, from the DIP stage right up until completion. It is mine from start to finish.”

### Recommendation

- Allowing more than one person to log into an account at the same time and submit DIPs/FMAs. Currently they can use the account only one at a time.
- Allowing brokers to choose whether or not the case manager should also receive the emails.
- Making it more obvious for brokers so that they know they can add a case manager.



# My cases dashboard



## Overall users like the case dashboard:

- They have all the information that is needed.
- They can find the case quickly.
- They can see the status of the case easily.

## Recommendation

- It would be nice to display the name of the Landbay UW who is assigned to the case so the user knows who to contact directly instead of having to telephone the support team.

LANDBAY

Active cases

▼

Search active cases below

🔍

+ Start DIP

All active cases4

DIP3

Application1

Underwriting0

Conveyancing0

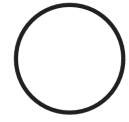
<div>70044310</div> <div>DIP in progress</div>	<div>👤 Sibel Yildizel</div>	<div>📍 No address entered</div>	<div>Loan type</div> <div>-</div>	<div>Gross loan amount</div> <div>-</div>	<div>&gt;</div>
<div>70044309</div> <div>DIP referred</div>	<div>🏢 SHARER INVESTMENTS LIMITED</div> <div>👤 Sibel Yildizel</div>	<div>📍 890 WEST FEN ROAD, ELY, CB6 1AN</div>	<div>Loan type</div> <div>Purchase</div>	<div>Gross loan amount</div> <div>£50,750</div>	<div>&gt;</div>
<div>70044308</div> <div>DIP referred</div>	<div>🏢 SHARER INVESTMENTS LIMITED</div> <div>👤 Sibel Yildizel</div>	<div>📍 879 WEST FEN ROAD, ELY, CB6 1AN</div>	<div>Loan type</div> <div>Purchase</div>	<div>Gross loan amount</div> <div>£50,750</div>	<div>&gt;</div>
<div>70044245</div> <div>Application submitted</div>	<div>👤 Sibel Yildizel</div>	<div>📍 885 WEST FEN ROAD, ELY, CB6 1AN</div>	<div>Loan type</div> <div>Purchase</div>	<div>Gross loan amount</div> <div>£50,750</div>	<div>&gt;</div>

Displaying 1 to 4 from 4 results

«

1

»



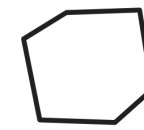
## Quick completion time

It generally takes 10-20 minutes to complete this section.



## Straightforward

Users understand all the questions and find them clear.



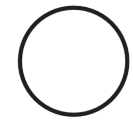
## Observation

The broker was able to convert to FMA easily and, he understood what would happen with DIP approved/referred/declined.

He clicked on the 'What happens next' accordion.

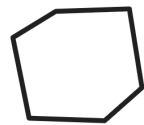


# Product selection page and the live product view



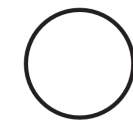
**They generally know what product they are going for before they even log in to the portal**

They select the product in the order in which they fill out the DIP form.



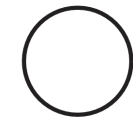
**On the product cards, users have all the information that is needed**

- There is no missing information.



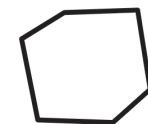
**If the selected product becomes unavailable:**

- The only thing they change is the loan amount if it is too high based on the rent.
- If the case manager is filling the form, they will speak to broker advisor and get permission on whether they can change their answer as to what caused rule to fail.



**Available / Unavailable products**

- User can easily understand when products either available or unavailable.
- If the product becomes unavailable, they can easily understand the reasons.



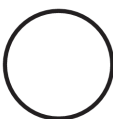
**When Landbay takes products offline**

- If the borrowers do not sign the application form on time, the product might not be available anymore to them.
- Even though brokers can see that the admin fee is paid and that the application form is submitted if one of the borrowers doesn't sign the application form when the product is taken offline, the user loses the product.

**Recommendation**

- Cases that require an action or input from a party are highlighted in the “My cases dashboard”. Brokers can therefore better understand the cases that require action without opening each case.

# Cloning application



## It is one of the best features in the portal

Users generally clone the case once they submit the FMA.



## It saves time

Users generally clone everything.

⚠ Not everyone was aware of the cloning feature.

⚠ Even though one case manager used the case clone feature quite often for the portfolio applications, she didn't know about cloning the case once DIP is declined. She would ring the UW if DIP is declined.

## Problem

- Once the case has been cloned, being able to change the company details if the client has different properties under a different company name after the case has been cloned.

## Solution:

Make it clear to brokers that they can untick the sections.

Clone case | 5001234

A copy of the case will be created with the following sections

(Click to deselect if section is not required)

☒ Application

☒ Amber Doe

☒ James Doe

☒ Portfolio

☒ Solicitor

The loan, security and product details can't be cloned because they are subject to change across applications

On cloned cases, you'll be able to

☒ Add, remove or edit applicants

☒ Change between purchase and remortgage

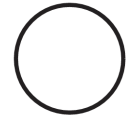
☒ Change between company and individual applications

Cancel

Continue

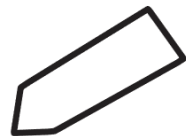


# Supporting documents



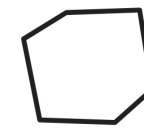
## Brokers/Case admins generally upload documents:

- Once the clients have paid fees and committed to using the lender.
- If it is a portfolio application once they submit the case they wait for UW to request missing documents, if any.
- During FMA.



## If it is a portfolio application:

- Brokers wait for Underwriters to reach out regarding the missing documents because UW might have most of the documents in hand from the previous application.
- Underwriters also prefer to send the list of the missing documents to brokers as they don't want to have the same documents repeatedly.



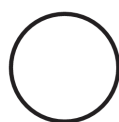
## After submitting the FMA, brokers prefer providing the documents to Underwriters via email because:

- They find it easier to speak to Underwriter and attach requested documents to an email.
- It is a habit, this is how they were trained from the beginning and now still send docs via email.

⚠ Some brokers were NOT aware that they can go back and upload the documents to the Broker Portal by themselves at a later time.

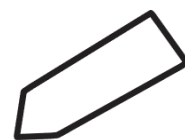
## Recommendation

- Provide required and outstanding documents list.
- Provide list of documents that have been accepted or rejected.
- Provide explanation for rejected documents.



## Works well, easy to understand

Questions make sense.



## It is better than Apprivo

There are fewer questions to answer in the new flow.

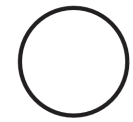


## Recommendation from a broker

Removing employer address details.

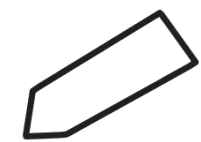
If the type of income is an employee, the case manager must fill in employer's address, telephone details etc. This is time-consuming.





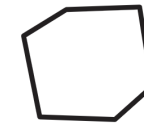
## When do brokers/case admins fill the solicitor details in?

Generally they would fill it in during FMA if they have the solicitor details. If not, they would do it later.



## Why do brokers/case admins provide the details at a later date

- Brokers give the solicitor list to the client and wait for them to select one.
- Some brokers/case admins prefer to not fill in the “solicitor section”. Instead they would rely on the communication with the UW and assume that the UW already knows which solicitor is assigned for that case.



## If the brokers/case admins provide the solicitor details after the submission

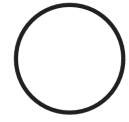
- They would wait for a reminder from the Underwriter to provide the solicitor details.
- They would email the details of the solicitor to the Underwriters.

⚠ Some brokers were NOT aware that they can go back and enter the solicitor details on the Broker Portal by themselves at a later time.



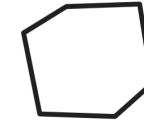
## Separate representation

It is straightforward, they like the fact that we allow the applicant to choose which solicitor to represent the lender.



## **Brokers/case admins can easily understand the next steps**

- Users find the next steps straightforward.
- They forward the email to the client where they have to make the payment for the admin fee.
- They call the client to make sure that the client signs and accepts the application form.

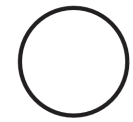


## **Brokers/case admins don't have visibility of the email where the borrower(s) have to accept the application**

⚠ If the borrower does not receive the email, they ask the brokers/case admins. However, brokers struggle to explain as they don't know what the email looks like.



# Additional feedback from the brokers

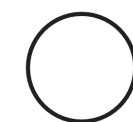


## Amending the answers of the following question:

Do you have an EWS1 certificate?

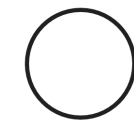
The options for this question should be instead of "Yes or No", to "Yes, No or Non-applicable".

If the mortgage is not for the new build and they don't have the proper certificate, then most of the properties are non-applicable.



## **AVM**

AVM (automated valuation model) would save broker's time and it would also be cheaper for the client.



## In the case key dates, a new date be added 'date reviewed'

Users can currently see **case assigned to** - but they want to see if an UW has actually picked up the case and reviewed it.



# Next steps

Continue to conduct more interviews if it is needed - make a decision as a team.

Decide if any part of the research needs to be explored in greater detail. If yes, clarify the sections and decide the research method, i.e. survey, phone call, etc.

## Thank you!

