Progress® Sitefinity®

Kensington Mortgages Transforms its Digital Properties and Streamlines Operations with Progress Sitefinity

AT A GLANCE

Kensington

Kensington Mortgages, a leading UK specialist mortgage lender, wanted to transform its digital presence and engage with prospects, intermediaries and existing customers more effectively to maintain its leading position in the highly competitive financial services sector. To achieve this goal, it set out to create a user-friendly, highly personalized digital experience for its customers with the help of Progress® Sitefinity®, the Progress® Sitefinity Insight® Customer Data Platform and the expertise of Sitefinity implementation partner Rika Digital.

COMPANY
Kensington Mortgages

PRODUCT
Progress® Sitefinity®
Progress® Sitefinity Insight®

INDUSTRY
Financial Services

COUNTRY
United Kingdom

Challenge

As a broker-only organization, Kensington Mortgages does not have direct communication with prospects until they become actual customers. Having to rely on anonymous first-party data made it impossible for the organization to build a 360-degree view of their customers and map the customer journey.

Solution

Deliver world-class end user experiences working with Progress Sitefinity partner Rika.

Harness the power of the Progress Sitefinity Insight Customer Data Platform to help understand site visitors and serve up relevant content.

Take advantage of Sitefinity's multi-site management and SiteSync capabilities, among others, for efficiency gains and improved technical architecture.
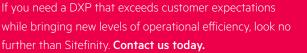
> "There was no way Kensington could identify the end customer, what they were looking for, what information they needed or support they required prior to starting the application process. The visibility and actionable data offered by Sitefinity Insight has had a significant impact on the business."
>
> **Kristina Angelova,**
> Partner & Digital Strategy Consultant, Rika Digital

Results

Kensington can now optimize content, journeys and overall customer experience by analyzing performance metrics provided by Sitefinity Insight.

Sitefinity's multi-site management capabilities enabled Kensington to consolidate six separate sites into a single platform.

Mortgage brokers now get better qualified leads which enables them to tailor their financial offers and significantly improve customer interactions.

→ If you need a DXP that exceeds customer expectations while bringing new levels of operational efficiency, look no further than Sitefinity. **Contact us today.**

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