



# YBS - Accord

## Case study

**The mortgage journey continues**  
Improved technology and better client experiences.

Pre-DiP and affordability

Full mortgage application

Completion

Decision in principle

Offers

## Breaking business records

**MSO has offered important support during the pandemic.**



Accord Mortgages talk to Iress about business transformation, a solid partnership and breaking business records.

Accord Mortgages, part of the Yorkshire Building Society group, is an award-winning lender with one of the highest Net Promoter Scores in the industry. It's a position Accord Mortgages has worked hard to achieve and is a result of a major business transformation to improve the broker and customer journey.

As part of the transformation, in the summer of 2019 the intermediary lender began rolling out Iress Mortgage Sales and Originations (MSO) software. This was a huge step in delivering a faster, more efficient service for brokers. Within a week of going live with MSO, Accord Mortgages delivered its first application to offer within a day, which was a huge achievement.

Now a year on, a fifth of all mortgage offers are generated in five days or less. And in recent times, the system has provided much-needed support to Accord's underwriting team as volumes soared.

Find out more...

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# Transformation

“The Accord Mortgages brand represents around 80 percent of the total Yorkshire Building Society lending business. With the intermediary channel being so vital we needed to change the way we did business to stay ahead competitively,” explains Paul Howley, Director of IT and Transformation at Accord Mortgages/YBS.

“About five years ago our systems and processing were manual and lacked efficiency. We knew we needed to do something and our transformation project was born.

“Our strategy was to not just look for a vendor, but someone to help us create a better broker experience, secure regulatory compliance and to be able to take advantage of a product with a clear vision and roadmap.”

## Mortgages done in a day

July 2019 saw the launch of MSO into the Accord Mortgage brand and following an intensive onboarding programme, by the end of the summer 18,000 brokers were able to use MSO.

“With months of careful planning, support from across the business and lots of ongoing hard work from our front line colleagues, we can now process low risk, straightforward cases straight through to offer with less human interaction - everything is done much faster.

“Our fastest offer has been turned around in a couple of hours and 20 percent of cases are processed in five days or less.”

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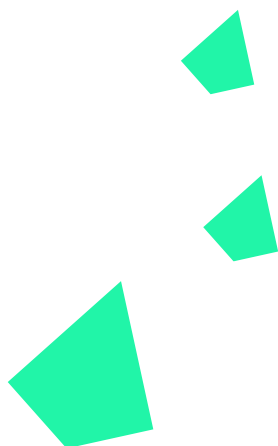
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## Improvements across the process

**MSO has allowed opportunities to focus on new lending territories and niche product areas.**

“These new found efficiencies have been beneficial for Accord Mortgages. Our underwriters are free to spend more time focusing on complex cases, working closely with the brokers who submitted them. And we’ve been able to explore new lending territories and niche product areas, using our people’s expertise, where the roadmap allows.”



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## Positive broker feedback

### Supporting in a crisis

The efficiencies MSO has brought have also been of benefit during the current pandemic. With some of the underwriting team deployed to other areas of the business to support customers financially impacted by coronavirus, MSO offered additional capacity in processing applications.

### Transforming the broker experience

Broker satisfaction is at the heart of Accord Mortgages and there is a long running programme to monitor and manage this with continual improvements across the process and through regular feedback.

"From go live, general feedback from the broker community was positive about MSO, particularly around turnaround time. Now 12 months on, the NPS score is currently standing at 85, meaning the majority of brokers are scoring Accord Mortgages at nine or ten out of ten for the service that they now receive. Whilst most of this is down to the great work that our underwriters and sales team deliver, MSO and the experience brokers get using the system has also contributed to these high scores."

### The end of rekeying with Lender Connect

"We are now looking to adopt Iress Lender Connect which will allow brokers to submit business to Accord Mortgages from their own CRM systems, without the need to rekey, saving brokers significant time on each case.

"There's still lots to do, but we are excited to be looking ahead at this, and are working closely with Iress as this project continues to roll out.

"There are lots of providers that can offer technology, so what we've worked on with Iress is to develop a mutually beneficial relationship where we both share our expertise and develop our propositions to provide the best outcome for the market and our brokers. This would be the real definition of a partnership."

### 12 months of MSO at YBS

- Increased the number of cases underwritten in a day
- A fifth of all cases now processed in five days or less
- Provided greater transparency for brokers and the ability to self-serve
- Freed-up to explore new business and niche lending opportunities.

# The mortgage journey continues

Improved technology and better client experiences.

A better mortgage experience.

Iress' strategic commitment is to make the mortgage process easier for everyone. Our software helps lenders and intermediaries give their clients the best mortgage experience through an efficient, connected journey from sourcing to completion.

Powering lenders who process one in three mortgages in the UK, and recognised as the most advanced end-to-end system of its kind, our mortgage sales and originations software reduces the constraints of legacy systems and is transforming the way lenders of all sizes do business.

**[iress.com/mso](https://iress.com/mso)**

