



## The Competitor “Dashboard” -Mortgages



**Our Dashboards give you information about your competitors that no one else in the market can give you..**

# A Competitor Dashboard makes your job easier

At Mapa, we realise that you have projects to deliver, business cases to write and people to educate internally. That's why we do the "keeping up to date for you". We'll monitor the market and keep you up to date, we'll let you know what your competitors are doing and we'll give you advice on what we think you should be doing.

**See us as an extension of your existing knowledge and expertise.**

The Competitor Dashboard is not just another delivered report or research service. It's a relationship. And it's aimed at giving you the information and support when you need it and for whatever you are working on.



- 1** Timely and relevant alerts
- 2** Quick turn around for internal reports or presentations
- 3** Direct access to consultants and experts
- 4** Face to face time with the right people
- 5** Support, guidance and advice when you need it

# A relationship that means something

- **With the people and processes we have on board you are guaranteed to make the right decisions**

## **A Dashboard subscription will enable you to:**

- Continuously monitor your competitors from a single source
- Stay in line with market developments as the Dashboard changes to suit your needs
- Track departmental or individual performance against internal targets
- Opportunity to benchmark selected parts of your offerings against other providers in your market
- Get an understanding of what best practice features behind logged in areas actually look like

## **Screenshots**

Visual stimulus across logged in areas, security, applications processes, email marketing and more

## **Face time**

Our senior people spend time with you, talk through ideas, discuss the market and suggest developments

## **Personal emails directly to you**

We alert you to changes in the market that have happened that day

## **Mini reports**

Vital snippets of “on-demand” information on who is doing what when you most need it

## **Online Features**

### **Comparison matrix**

See how your features and functionality compare to that of your competitors

### **Quarterly change summary report**

An insight into the changes and developments in the market over the quarter

# The Mortgage Dashboard service in detail

## **Banks we monitor:**

We manage the online access to these accounts, manage payments, transfers, receive the email marketing and act like the customer. On our Mortgage Dashboard we access and monitor the following institutions:

Cheltenham & Gloucester	NatWest
Clydesdale Bank	Northern Rock
Coventry building Society	the one account
First Direct	Santander
Halifax	Skipton Building Society
HSBC	The Co-operative bank
ING Direct	Woolwich
Lloyds TSB	Yorkshire Building society
Nationwide	

## **For each competitor we monitor:**

- Sales and marketing
- Log in approaches
- Payments and transfers in the secure area
- Cross selling
- Service and support including SMS
- Social marketing

## **How do our customers use a Dashboard?**

Our Dashboards are central to operations in marketing, strategic, ecommerce and market research departments in many institutions. They allow clients to:

- Identify development opportunities
- Compare features against key competitors
- Learn from a detailed independent insight
- Create influential presentations and reports

## Our Clients

Our services are focused on the relationship we have with you. And it's aimed at giving you information and support when you need it, and for whatever you are working on.

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# What makes us different?

## **We run real accounts**

Over the past 10 years Mapa have built a portfolio of real bank accounts that we manage. This gives our clients an insight that cannot be rivaled.

## **We only work in financial services**

We have successfully delivered multinational / multi language consultancy projects for many years and our research includes banking on desktops, mobile and tablets.

## **We're independent**

Across our breadth of international clients our competitor intelligence methodologies are accepted as “the standard”. Our approaches reflect the best practices in current thinking.

## **Ultimately, it is about people!**

At Mapa we are all passionate about helping our customers gain a real competitive advantage in the digital and mobile worlds. Understanding the problems they face, delivering implementable solutions and supporting them on an ongoing basis.

Putting that package on the table we don't believe there is anyone better placed to provide you with local and international insights.

# Did you miss the French coming?

- **Make sure that you follow the news we share across social media, our Linked In group and our own website**

Mapa specialise in digital and mobile retail Financial Services research. We have a global reach and are experts in our field.

- ✓ Competitor Analysis
- ✓ Competitor Dashboards
- ✓ Consultancy Services
- ✓ Insight Reports
- ✓ Workshops

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