

# The Future of Mutuality

- What the future holds in an era of significant change
- The creation of interconnected experiences, sustainable communities and new revenue via Platformification



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Target Group

# We'll explore...



- What the future holds for building societies in an era of significant change
- The key market forces impacting building societies throughout 2021 and beyond
- The opportunities from a fundamental customer-led digitalisation approach
- A shift from the one-to-one to the one-to-many model
- The technology involved in creating interconnected experiences, and a sustainable community of members
- A journey to Platformification in order to forge new revenue streams

# The future for building societies



## CHALLENGES:

Demanding consumer behaviour

Ultra low interest rates

Oversupply of lenders

Competitors digitalising and innovating

Regulatory pressures and associated costs

Legacy systems

## OPPORTUNITY:

### DIGITALISATION

A complete rethink of all processes, with the customer at the centre.

### CONNECTED WORLD

Delivering interconnected experiences for consumers, personalised to their needs

### FLEXIBILITY

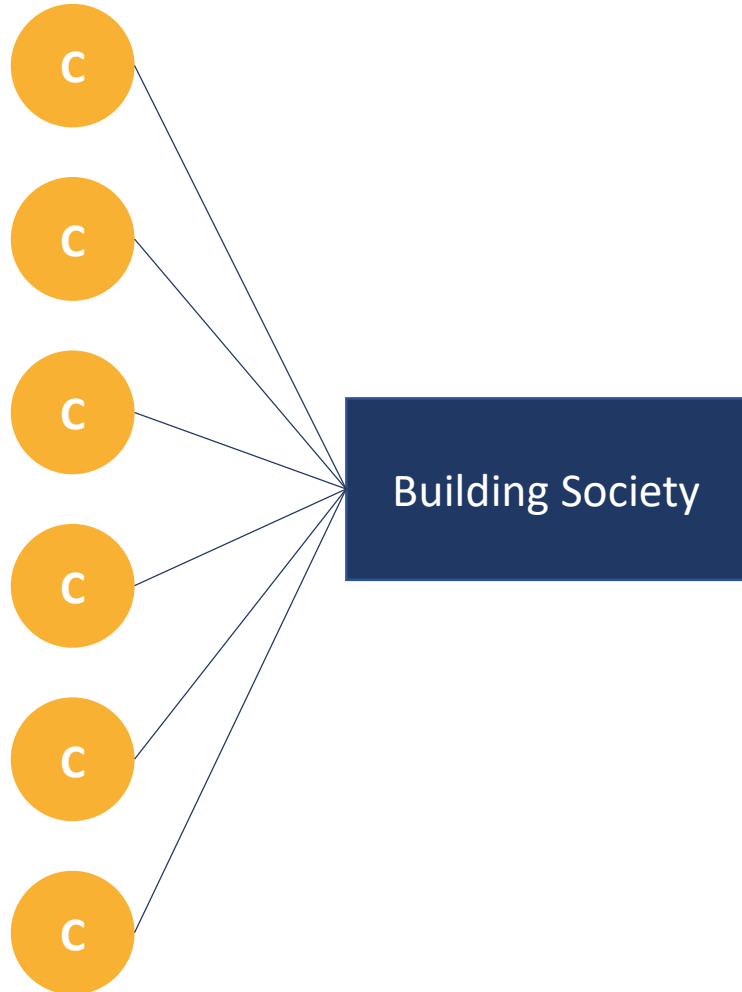
Avoid the legacy trap with agile and flexible systems that can evolve with the marketplace

# The market forces in play

# Key market forces driving change for building societies

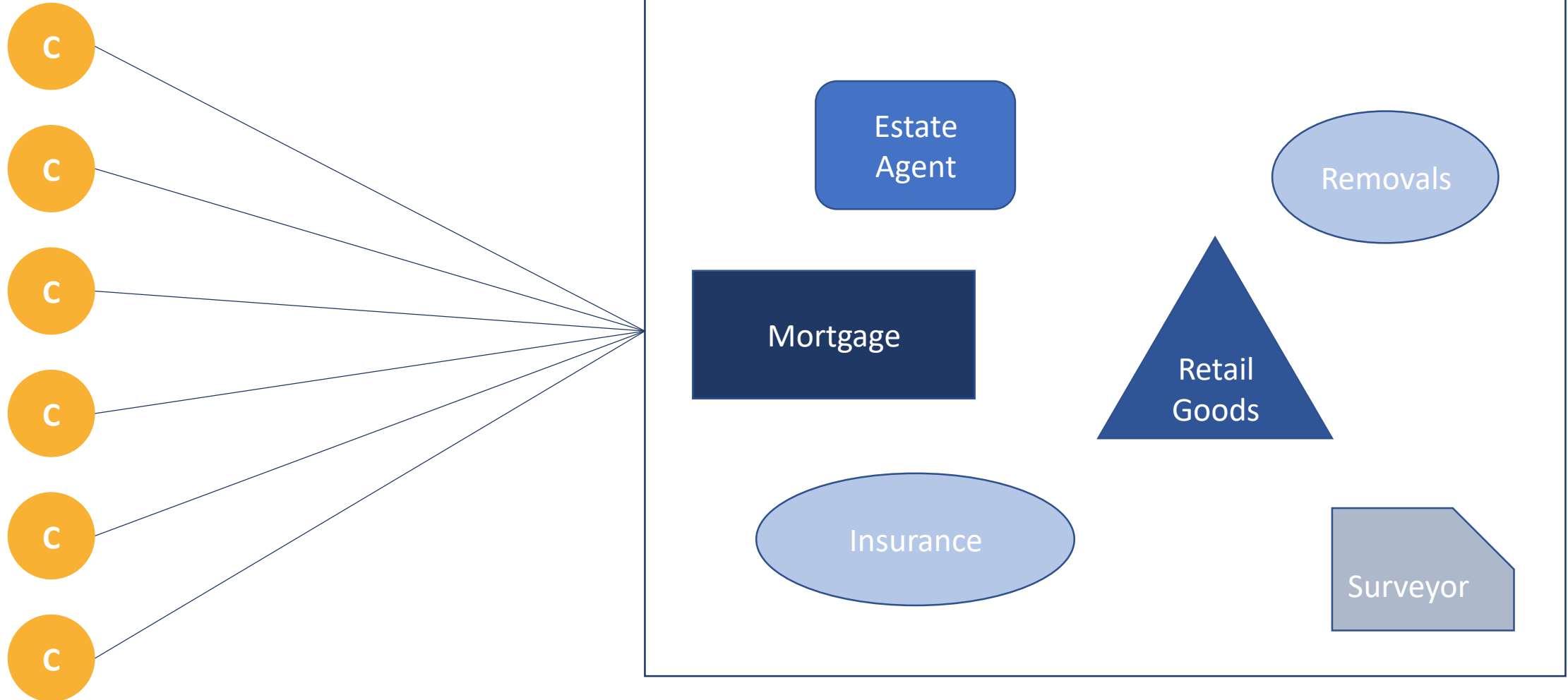


# A paradigm shift



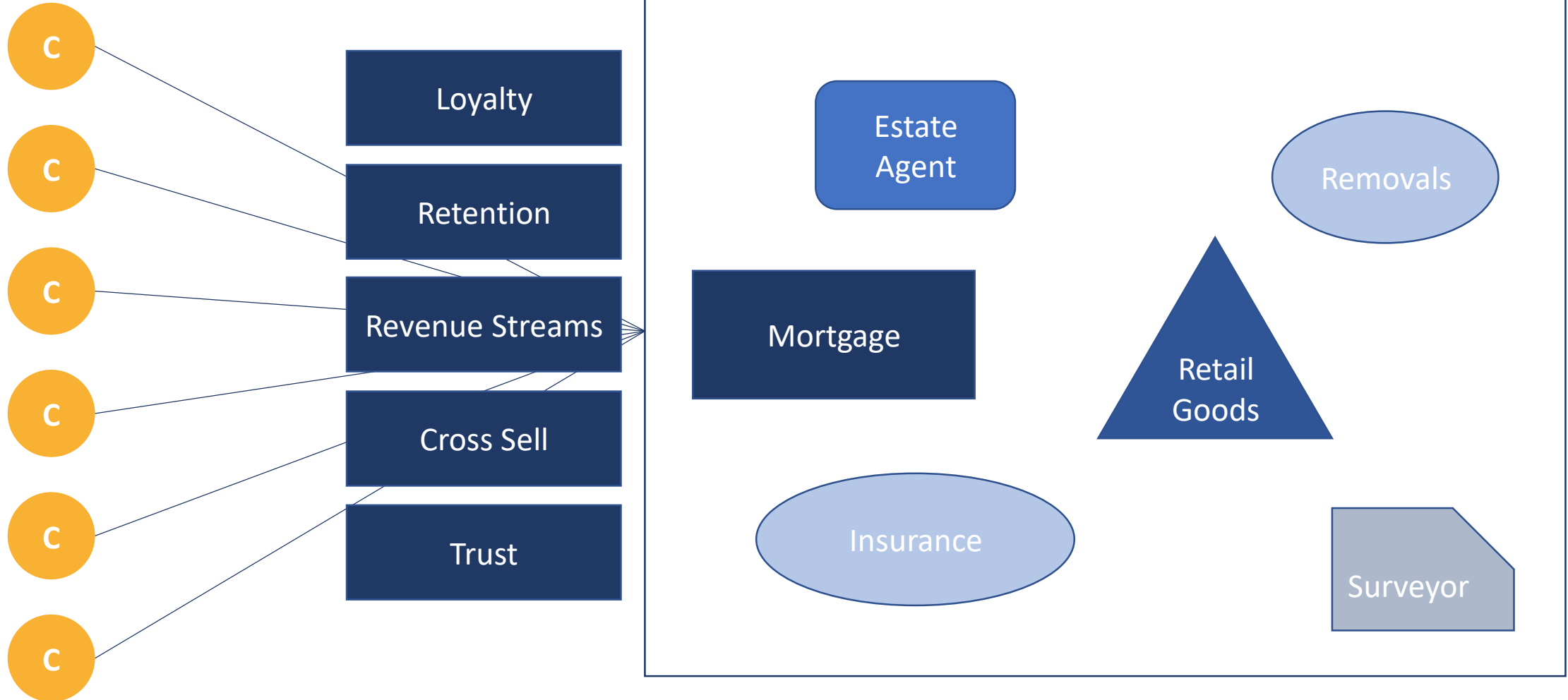
# A paradigm shift

## PLATFORM



# A paradigm shift

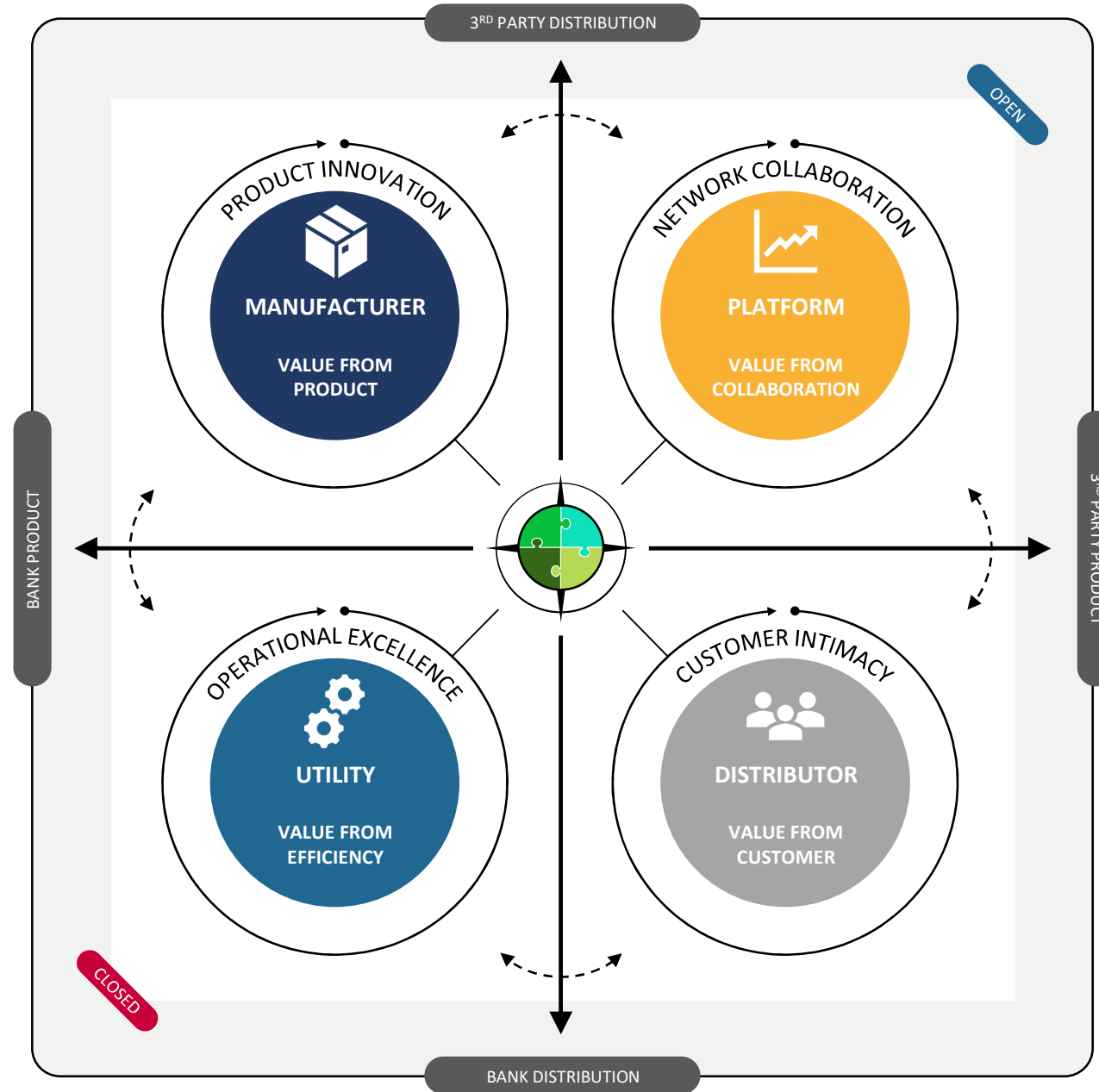
## PLATFORM





A new ecosystem is taking shape

# Key players in the new ecosystem



# The emergence of platforms

## CHALLENGES:

Too busy to transform

'Exploit or Explore'

Mindset and culture shift

Platforms grow very big, very quickly

Disruptive technology  
shaping a new  
ecosystem

Highly likely platforms  
will dominate FS

Products may be  
offered free to boost  
adoption

Platforms bundle  
value-add services for  
customers

Opportunity for new  
entrants from  
outside FS

Increasing volume fuels  
expansion

### MANUFACTURERS

Earn more than they would do if  
they sold independently

### PLATFORM

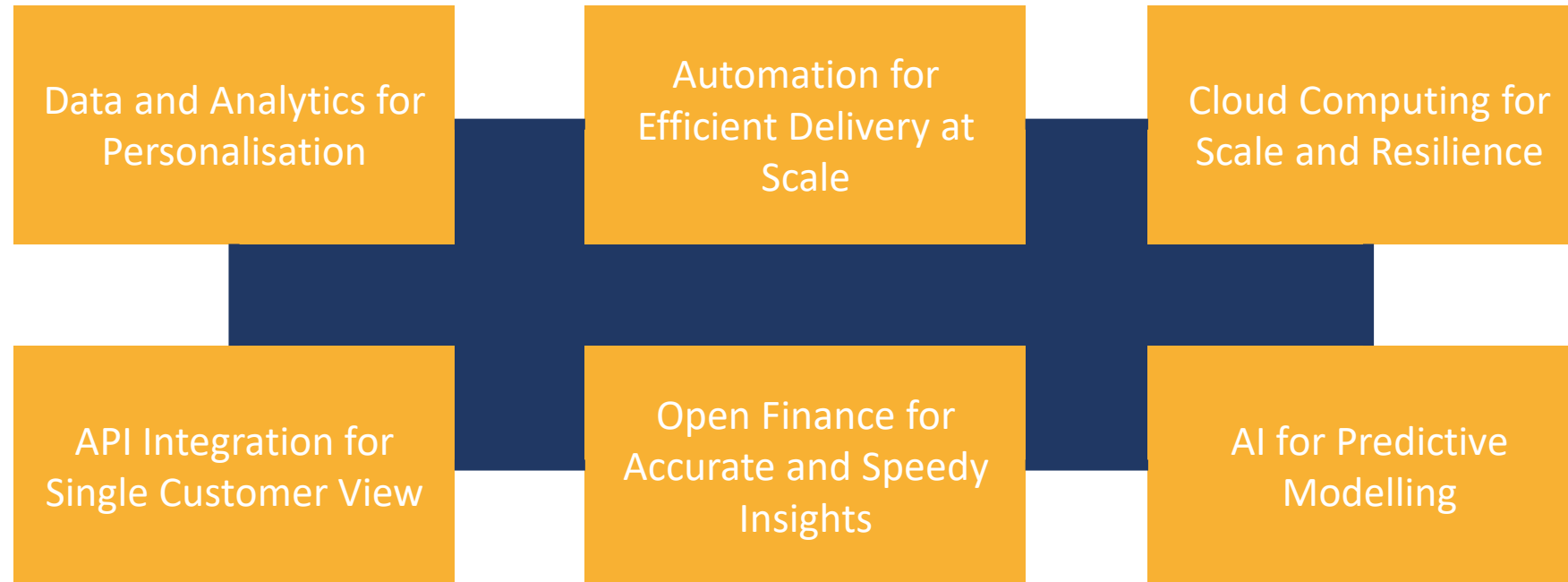
Value increases as the volume of  
customers increases

### CUSTOMERS

Get more for less than purchasing  
independently

# The technology journey

# The technology journey to platformification

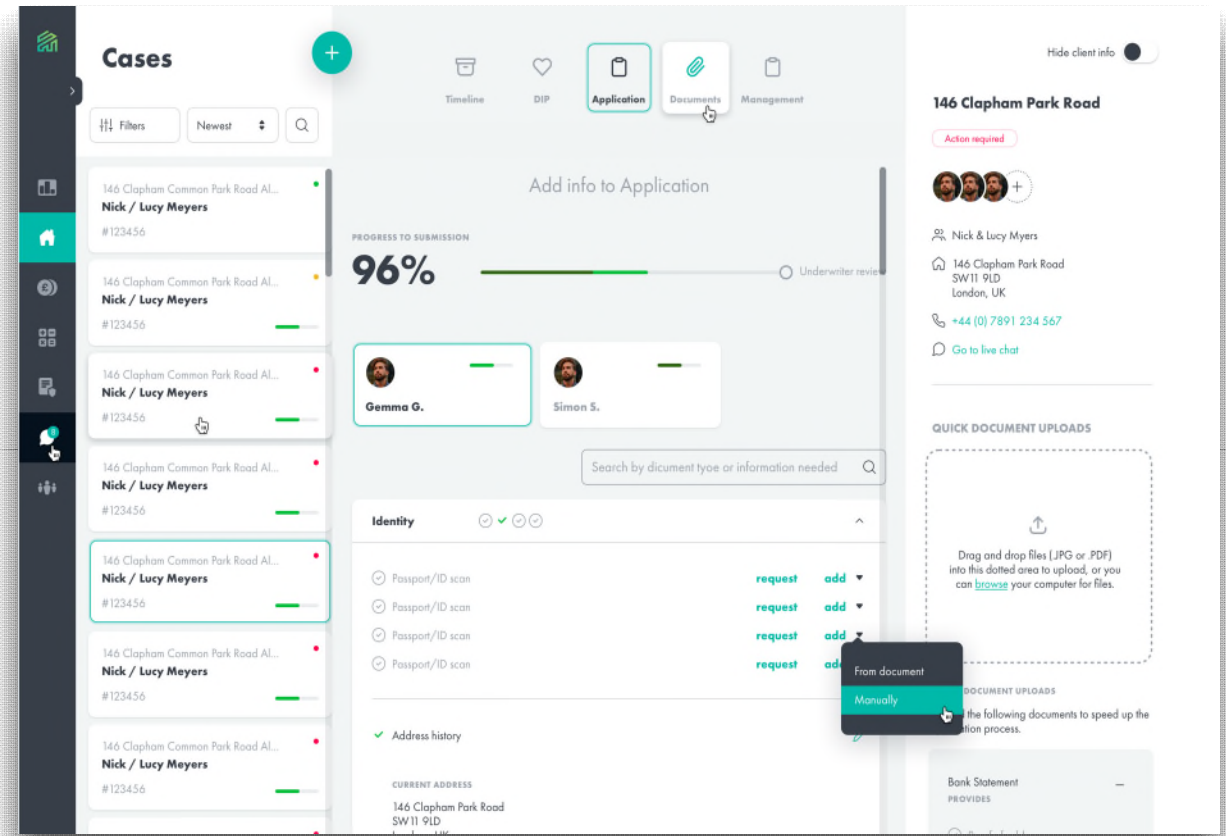


# Our own journey - The Mortgage Hub



We set out to design and build the mortgage journey of the future.

- The Mortgage Hub is a revolutionary leap in mortgage processing
- Powered by Open Banking, automated valuation technology and API-based data gathering
- Using behavioural analysis we have ensured that every interaction between the broker, the customer and The Mortgage Hub is meaningful
- We eliminated repetition



# The Mortgage Hub



Significant reduction in application to offer time



Immediate DIP



Improved broker throughput



No re-keying, more accuracy



Better customer conversion rates



Improved customer satisfaction, loyalty and retention



Cuts operational costs

Let's answer your questions

[www.targetmortgagehub.co.uk](http://www.targetmortgagehub.co.uk)