QlikView

Leading Dutch mortgage advice provider achieves transparency, risk reduction and cost savings with mobile Business Intelligence

> " Our ability to get an instant 360 degree view of clients, the market, margins and the market potential of branches yields cost efficiencies. The availability of real-time management information through QlikView has resulted in everything our organisation stands for: a transparent picture. "

Patrick Nelissen, Franchise & Formula Manager, De Hypotheekshop Centrale Organisatie B.V.

De Hypotheekshop Centrale Organisatie B.V. is a leading Dutch mortgage advice provider. It operates independently of any financial organisation, maintains a six percent market share and serves more than 15,000 clients annually.

The most important objective of De Hypotheekshop as a franchisor is to keep abreast of the markets developments. "The financial slump and increasing market demand for transparency has been game-changing for the financial sector. To ensure a return on investment from our activities as a financial intermediary, we have to run things on the basis of up-to-date information rather than gut feeling," comments Patrick Nelissen, Franchise & Formula Manager at De Hypotheekshop. "In addition, it is paramount that the franchisees receive the management information quickly and, in an user-friendly way."

That is why De Hypotheekshop looked for a Business Intelligence tool that could easily be deployed in different ways: standalone, mobile, in the cloud or on-premise.

Changing market environment

During 2009 the financial market went through significant change in its operating and market environment due to the recession. With this change came new compliancy regulations that had to implemented and used with immediate effect. In this time, De Hypotheekshop opted to develop a Business Intelligence solution that would enable them to deliver the right information, to the right

QlikView

people, at the right time, whilst remaining compliant with industry regulations. De Hypotheekshop contacted Hippoline, a specialist provider of business and IT solutions for the financial market.

Hippoline demonstrated QlikView and it quickly became clear to De Hypotheekshop how easy Business Intelligence could be. A key capability that QlikView would provide was its ability to link to multiple data sources, combining the internal data of De Hypotheekshop with third-party data sources from their growing network of franchisees. This would provide users across the network with insights that would have an impact on the business. They found that QlikView also offered flexibility, quick implementation and ease-of-use at a very reasonable price. Combining these benefits with Hippoline's expertise and know-how in the financial services market, offered them much added value and gave De Hypotheekshop a rapid head start.

Instant insight into the overall picture for 180 branches: costs, revenue, margin and distribution channel

After the summer, De Hypotheekshop began developing its first 'real-time' QlikView reports. The first reports were based on data and information from Kompas, the CRM system used by De Hypotheekshop, SQL Server, and its budgeting module, .Net. That gave them visibility into the overall picture for all their branches: costs, distribution channel, customer profiles, revenue and margins. But De Hypotheekshop didn't want to stop there. In the new business environment of the financial markets it is crucial to have access to up-to-date market information. Therefore data from the Dutch land registry database, Kadaster, and CBS (Cen-

traal Bureau voor de Statistiek), the Dutch Central Bureau of Statistics, was incorporated into this QlikView application. "The application now allows the central organisation to define our go-to-market strategy through powerful management information that is current, and relevant. We monitor the market share of our branches, evaluate the banks and insurance companies where we have provided our services and use this information to develop our products and service offerings," explains Nelissen.

Control of compliancy and transparency into commissions

An additional challenge De Hypotheekshop faced was the demand for transparency and compliancy enforced by the Autoriteit Financiële Markten (the Netherlands Authority for the Financial Markets). The industry drive for transparency and the provision of a tool that provides greater visibility enables the central organisation to make strategic decisions that allow De Hypotheekshop to safeguard their market position and where possible, increase their market share. In addition to the global regulations placed on financial institutions, the mortgage segment also had an additional clause on transparency into commissions.

De Hypotheekshop is a key player in the Dutch mortgage landscape. Based on the new commission transparency regulation, a new revenue model was realised that directly benefits their clients. The new model dictates that De Hypotheekshop is no longer paid on a commission basis for each completed mortgage but rather on an consultancy fee calculated by the hour. Therefore, to effectively monitor and control compliancy and transparency and measure the commissions of its franchisees, De Hypotheekshop

Time to Value

Value

Real-time management information made available to all franchisees on the iPad in just three days.

Time

decided to develop and add a compliancy module into its QlikView application where high-risk mortgages are easily and quickly identifiable through KPIs.

Maximising opportunities

The central organisation was also challenged by the need to help the individual branches identify and maximise new revenue opportunities in a reduced market. With a market that is under pressure, making decisions or operating without facts is survival only for the short-term. KPIs, statistics and visible business results provide a good perspective, and there is one version of the truth. To assist in user adoption and gaining commitment from each of the branches, De Hypotheekshop and Hippoline chose to deliver QlikView on the iPad. "On the iPad, QlikView offers incredibly intuitive operations. All KPIs are predefined, and our franchisees gain the insight they require step by step. The application offers a truly optimum user experience.

Return on Investment

Return

- **Average 10% cost savings for each branch.**
- **More than 50% time savings.**
- **15% reduction in marketing cost**
- **30% increase in the conversion rate**

Investment

The iPad also has a 'wow' factor that makes users want to try it out. Companies normally have to invest time and money in user adoption programs, but this is no longer needed with QlikView on the iPad. From a budgetary perspective, the choice for the iPad can be easily justified," according to Patrick Nelissen.

The entrepreneurs running the various branches of De Hypotheekshop now have access to real-time information insight into revenue; costs; margin; products; benchmarking against other branches in the group and the Netherlands market; as well as market share data. All with a simple touch on the iPad. Patrick Nelissen concludes, "Our ability to get an instant 360 degree view of our clients, margins, the market, and the opportunities for each individual branch has already yielded cost efficiencies. For example, several branches have started to profile their target audience. By approaching customers differently such as their demographic information, they have

managed to increase their average conversion rate to 30%.

Our marketing campaigns produce less 'waste' because we know precisely where to find our customers, resulting in an average decrease of 15% on marketing expenditure. Our branches have a renewed focus on their costs and expenditure. This to date has yielded an average saving of 10 percent. Our central organisation can work 50% more efficiently with our franchisees because they can identify key areas of focus and opportunities during interviews and analyse these in further detail directly at the meeting table, without needing to look up information first and organise a second meeting.

Our overall investment has been relatively low and QlikView doesn't require a lot of training. We have already improved our market knowledge and have better insight into our customers. In short, the availability of real-time management information through QlikView has resulted in everything our organisation stands for: a transparent picture."

> " Our branches have a renewed focus on their costs and expenditure and to date this has yielded an average saving of 10% "
>
> *Patrick Nelissen, Franchise & Formula Manager,*
> *De Hypotheekshop Centrale Organisatie B.V.*

Solution Overview

Solution
- Deployed QlikView as a real-time Business Intelligence application on the iPad across 180 branches.
- Rapid adoption because of the iPad as the chosen device and the ease of use of QlikView.
- Enables real-time access for franchisees into their costs, revenue, margin and distribution channel as well as market information from Kadaster, (Dutch land registry database) and Centraal Bureau voor de Statistiek (Dutch Central Bureau of Statistics)

Benefits
- In 90% of cases De Hypotheekshop can answer all investigative questions within a day.
- De Hypotheekshop's franchisees now achieve average cost savings of 10%.
- Through more effective use of marketing resources the organisation has cut its marketing spend by 15%.
- Franchisees have increased their conversion rates to 30%.
- Quicker reporting during interviews with franchisees allows for time savings of more than 50%.

Data Source Systems
Application: Kompas (CRM system), Kadaster (Dutch land registry database) and Centraal Bureau voor de Statistiek (Dutch Central Bureau of Statistics), .Net budget module
Database: .txt, .Net, SQL server
Hardware: Virtual Machine Dual Core 4GB, iPad

QlikTech partner:

hippoline®
advies & tools voor
financiële dienstverleners

DE HYPOTHEEK SHOP

hippoline®
advies & tools voor
financiële dienstverleners

QlikView

www.qlikview.com