

MORTGAGE MARKETING *programme*

COMMUNICATIONS PLAY A LARGE ROLE IN CUSTOMER UNDERSTANDING

LAYERING

- Providing key information upfront, with cross-references or links to further information.
- Particularly effective online (such as when providing information via a website or e-mail).
 - Key information includes things like any action required by the customer (or any consequences of inaction) and information on the key features, benefits, risks and costs.

ENGAGING

- Consider the use of headings and layout, bullet points, display and font.
- Consider where information could be presented in tables, graphs or diagrams.
- Consider if interactive media could be used, such as videos or explanatory icons.

RELEVANT

- Be wary of overloading customers with information.
- Where appropriate, shorter and concise communications are more likely to be understood.

SIMPLE

- Information should be presented in a logical manner.
- Ensure jargon or technical information is explained simply. Where the use is unavoidable, consider explaining the meaning in plain language.

WELL TIMED

- Consider the timing of communications.