

Extending product and customer base



Located in the United Kingdom, Cambridge Building Society provides mortgages and loans for people looking to buy their own homes. They are the UK's 13th largest mutual building society and were established in 1850. Although they are based in Cambridgeshire, they provide financial services for over 10,000 customers across England.

Challenges

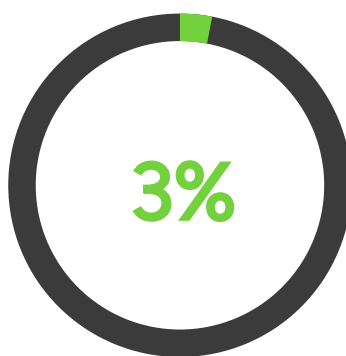
Improving social distancing and student services

In 2017 Cambridge Building Society was taking steps to realize a strategic business decision to increase their product range to offer mortgages to first and second-time property buyers and increase the breadth of their customer base.

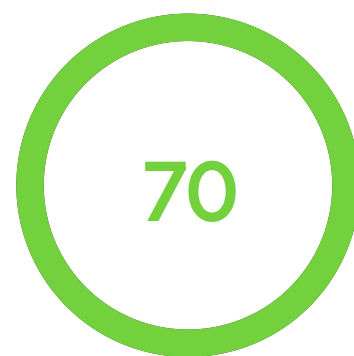
A digital customer experience was a key route to attracting and managing prospects and customers.



Customers on the system



No-show rate after launch



Appointments taken per week

Solution

From trial to full adoption across the organization in just six months

Some of the critical features required from Sign In Scheduling included:

- Integration with video conferencing software such as Zoom
- An easy-to-use interface that would sync with their website
- The ability to manage in-person and virtual appointments in one place
- The ability to send private booking links
- Booking questions to gather customer data

The initial trial period lasted 6 months, after which, Cambridge Building Society adopted Sign In Scheduling across the whole organization. They were the first to use the custom API feature, enabling them to deliver a custom-made booking flow to their clients and meant that they no longer had to screen all incoming bookings as the platform would do it for them. This reduced their internal workload.

"My first bank account was with the Cambridge Building Society, and it's wonderful to work with them and to see them realize the benefits of our scheduling solutions"

Matthew Cleevely

CEO, Sign In Scheduling



Results

Over 70 appointments per week and a 3% no-show rate

Since adopting Sign In Scheduling, Cambridge Building Society has dramatically scaled their appointment count. The automatic booking approvals cut admin time, the pre-booking questions helped them understand their customers, and the reminders reduced no-show rates. They no longer have to screen bookings, resulting in reduced admin and a boost in revenue. Plus, they managed to achieve their initial goal of branching out into a broader client market.

Results at a glance

- Over 70 appointments taken weekly
- Just a 3% no-show rate
- Scheduled appointments for over 10,000 customers
- First business to use the custom API



Let's start your success story!

We would love to get to know your organization and its scheduling and visitor management requirements. Let's talk!

[Book a call](#)