

Partnering for progress:

# How Finova helped Leeds Building Society modernise the mortgage journey



Learn how Leeds Building Society leveraged Finova's MSO platform to streamline mortgage operations, improve broker and customer experiences, and drive business growth.

## Enhanced user experience

A seamless, intuitive platform for brokers, customers, and colleagues

## Scalable operations

Increased efficiency and capability to handle market fluctuations

## Faster, reliable decisions

Improved decision-making speeds and application processing

## Introduction

Leeds Building Society is a UK-based mutual building society with a strong focus on providing outstanding mortgage and savings products. Committed to improving customer and broker experiences, they sought to enhance their mortgage origination process with a scalable and efficient solution.

*“We wanted to ensure the Society could work in the most efficient way to benefit our colleagues, customers, and intermediary partners. By adopting MSO, our ambition was to enable faster, reliable decisions and an easier mortgage application journey.”*

- Andy Moody, Chief Commercial Officer at Leeds Building Society

## The challenge

Before partnering with Finova, Leeds Building Society faced several challenges in its mortgage origination process:

**Manual inefficiencies** – Slower application processing times and increased operational workload.

**Broker frustrations** – A lack of real-time case visibility for brokers led to higher inbound support inquiries.

**Limited digital capabilities** – No direct-to-consumer digital mortgage solution for customers preferring an online journey.

## The solution

To address these challenges, Leeds Building Society implemented Finova's Mortgage Sales and Originations (MSO) platform, transforming its mortgage application process:



### Streamlined application process

A user-friendly, guided journey for brokers and customers, reducing confusion and improving efficiency.



### Rate switch functionality

A simplified, automated rate switch process, enhancing broker and customer experiences.



### Direct-to-consumer digital remortgage

A new execution-only digital proposition for customers preferring an online mortgage journey.

*“The feedback from brokers has been incredibly positive. The platform is simple, intuitive, and efficient. Case management transparency has significantly reduced inbound queries, allowing brokers to keep their clients better informed.”*

- Andy Moody, Chief Commercial Officer at Leeds Building Society

Through its partnership with Finova, Leeds Building Society continues to innovate and enhance its mortgage origination process, setting new standards for efficiency, broker satisfaction, and customer experience in the building society sector.

## The results

Since adopting Finova's MSO platform, Leeds Building Society has achieved significant improvements:



### Improved service levels

Faster processing times and enhanced efficiency, even during market fluctuations.



### Enhanced broker experience

Increased broker satisfaction with an intuitive, transparent platform.



### Expanded digital offering

A successful direct-to-consumer remortgage journey, driving business growth.

## Drive efficiency with Finova

See how our flexible and scalable solutions can support your lending goals.

[Book a demo](#)