

## Pexip Engage Case Study

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**Buying a dream  
home made easier  
with omnichannel  
appointment  
scheduling**

# About hypotheek.winkel

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Hypotheek.winkel offers guidance throughout the process of acquiring a property and mediation in mortgage credits and related insurances.

Founded in 2001, they're the largest independent mortgage broker in Flanders.

Hypotheek.winkel has always been a customer facing business. In times when so many purchases are made online, buying a house remains one of those decisions where meeting face-to-face is inevitable.

From getting a notary finalising the sale to moving into the new property, there's a vast range of processes a young person probably isn't aware of, and that's where hypotheek.winkel's advisors jump in to help.

In early 2017, the company opened its 100th office in the flemish region of belgium, marking a milestone in a strong and healthy growth curve. they are aiming to double that number by 2023.

## Results at a glance

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### 2/3rds

of all appointments are booked through their digital channels.

### Fewer

no shows, follow-ups and manual (re)scheduling.

### Increased

customer satisfaction. Higher CSAT (96) and NPS (78) figures.



# Life before Pexip Engage

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"We're a very physical business, and we put branches as close to our customers as possible," David Geerts, the company's CEO says. "Before they can even meet their customers, experts at hypotheek.winkel need a way to connect with them."

**"Previously, this was done via an elaborate online form which was difficult to fill in and caused many prospective leads to give up in the process."**

"User data has shown us we were losing a lot of hot leads and possible clients because of that form," Mr Geerts adds.

"It was too long, forced customers to give away much of their personal information which people never like. For that reason, many failed to complete it.

To make matters worse, users who've managed to hit the submit button still had to be contacted for an appointment.

Customers weren't always available during business hours. As a result, we found ourselves playing this cat-and-mouse game where branch owners were trying to get ahold of the prospects.", David Geerts says.

**The gap between digital and physical made hypotheek.winkel lose a lot of business**

Pexip Engage works closely with their customers to improve their product, and they intensively worked with us to remove all barriers. They always go the extra mile. For this, I consider them as one of our true business partners.

David Geerts  
CEO of hypotheek.winkel



# Step by step plan to success

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After understanding the urgent need for an efficient scheduling solution, hypotheek.winkel used the momentum of their new website to implement an appointment scheduling platform.

In several joint workshops, executives at hypotheek.winkel sat down with Pexip Engage Customer Success Manager to align the new scheduling flow with the existing customer journey. One of the immediate outcomes was the ability to link the company's senior experts with high-value prospects.

A segment of branches have tested Pexip Engage to analyze the impact on customer experience and conversion rates.

“The first branches to use Pexip Engage were the ones in the advisory council. After seeing immediate results, we rolled out the platform to the entire network.”, David Geerts says.

During the first lockdown hypotheek.winkel introduced video meetings to better accommodate their customer needs and provide on-demand, virtual assistance.

This way, home buyers were able to talk to their trusted advisor without ever leaving their doorstep.



# Video brought the crisis and beyond

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The first Covid lockdown accelerated the rollout of the Pexip Engage Video meeting offer. It was crucial for hypotheek.winkel business continuity and Pexip reacted fast, enabling video meeting rooms in a concise time frame.

“Offering good advice lies at the core of everything hypotheek.winkel does and thanks to Pexip, the company can now bring more customers in for a meeting”, David Geerts says.

“Younger generations are digital natives. When they want to buy a house, they search for mortgage information on Google and arrive at our site. Pexip Engage allows them to book an appointment at one of our offices or through video in a matter of minutes.

Based on what they are searching for, they are immediately routed to the right advisor with the right expertise.

**The scheduling process is more efficient than ever and we don't lose quality leads along the way.”**

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**Start Owning The Complete Customer Conversation From A To Z**

**The quick response by Pexip enabled hypotheek.winkel to keep their business running and capture the growing momentum in the housing market, creating success in the middle of a crisis.**

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