

Kensington Mortgages Transforms its Digital Properties and Streamlines Operations with Progress Sitefinity

CASE STUDY



Kensington

INDUSTRY

Financial Services

PRODUCT

Progress® Sitefinity®
Progress® Sitefinity Insight®

COUNTRY

United Kingdom

SUMMARY

Kensington Mortgages is a UK specialist mortgage lender that provides tailored solutions to borrowers with complex needs. The company wanted to transform its digital presence and engage with prospects and existing customers more effectively to maintain its leadership position in the highly competitive financial services sector. To achieve this goal, Kensington Mortgages leveraged the expertise of Sitefinity partner Rika to create a unified and personalized web experience using Progress® Sitefinity® and Progress® Sitefinity Insight®.

Challenge

[Kensington Mortgages](#) is a leading UK specialist mortgage provider whose products and services are sold exclusively through mortgage brokers and financial professionals. Historically and because of this positioning, Kensington's customer-facing presence was very limited. To address this challenge, the firm embarked on a large, multi-phase program designed to present a modern, customer-facing, digital company, creating an attractive digital experience for their target audience. This evolution required real-time learning about who their website visitors were, building effective audience profiles and tailored journeys based on first-party anonymized data.

At the start of their digital modernization journey, Kensington not only lacked a direct customer-facing platform, but also relied on a multitude of sites and portals for their existing customers and brokers. These sites often utilized different web content management systems and ran on different versions. Maintaining these sites, whilst ensuring their continued security and availability, had become a major burden for Kensington's IT team.

“Bringing everything into a multi-site instance and utilizing Sitefinity’s SiteSync capabilities has saved a lot of time and resources. Everything is in one place now and a full audit trail is available.”

Kristina Angelova,
Partner & Digital Strategy Consultant, Rika Digital

Kensington sought to improve operational efficiency and to streamline the release of new features. This also included updating their implementation and deployment processes, giving the lean Kensington IT team the ability to automate updates across all sites in a consistent and fully audited manner. In addition, building an engaging and fully integrated digital journey across different sites to improve the process of winning new customers was nearly impossible without a consistent view on their visitors. Thus, the organization wanted a solution that would allow them to easily gather actionable intelligence about anonymous site visitors and their specific needs and behaviors.

“There was no way Kensington could identify the end customer, what they were looking for, what information they needed or support they required prior to starting the application process. The visibility and actionable data offered by Sitefinity Insight has had a significant impact on the business.”

Kristina Angelova,
Partner & Digital Strategy Consultant, Rika Digital

Solution

Kensington put its trust in Sitefinity partner [Rika](#) to upgrade and consolidate its digital properties onto a single Sitefinity instance, leveraging Sitefinity’s multi-site management capabilities. Rika also introduced Sitefinity Insight, a Customer Data Platform (CDP), to implement effective personalization on the customer sites, audience segmentation, journey analytics, and A/B testing. Sitefinity Insight would also serve as a bridge between the sites delivering end user digital experience and the business analytics systems, capturing essential visitor and customer behavior patterns, while helping evaluate content performance and identify opportunities for optimization.

From an implementation architecture standpoint, Rika helped Kensington establish well-structured web environments. These included development, staging, UAT, production and DR, all based on Sitefinity’s scalable deployment model, separation of code and content, and support of DevOps and deployment pipelines. Sitefinity SiteSync supported automated content updates across all environments, eliminating redundant work and providing a reliable process of review, approval and content publishing, including a full audit trail of content changes.

With the combined deployment of Sitefinity, SiteSync, Sitefinity Insight, and associated automation, Rika has streamlined both site development and infrastructure

upgrades, and enabled Kensington to improve the customer journey while addressing strict financial services auditing requirements and regulation.

“Bringing everything into a multi-site instance and utilizing Sitefinity’s SiteSync capabilities has saved a lot of time and resources,” said Kristina Angelova, Partner & Digital Strategy Consultant, Rika. “Everything is in one place now and a full audit trail is available.”

Results

The new customer experience is delivered through an impeccably designed web application that offers well-placed personalization and interactive widgets, such as mortgage calculators that serve as key touchpoints, and dynamic content. There is a process for continuous improvement based on audience analysis derived from Sitefinity Insight and analytics, with the collected data then exported into PowerBI and other dashboarding tools.

Having one Sitefinity instance that serves multiple sites significantly simplifies security audits and other required compliance processes, while optimizing Sitefinity version updates and the release of new features.

“Kensington Mortgages effectively mapped the journeys of thousands of anonymous daily visitors based on first-party data only.”

Kristina Angelova,
Partner & Digital Strategy Consultant, Rika Digital

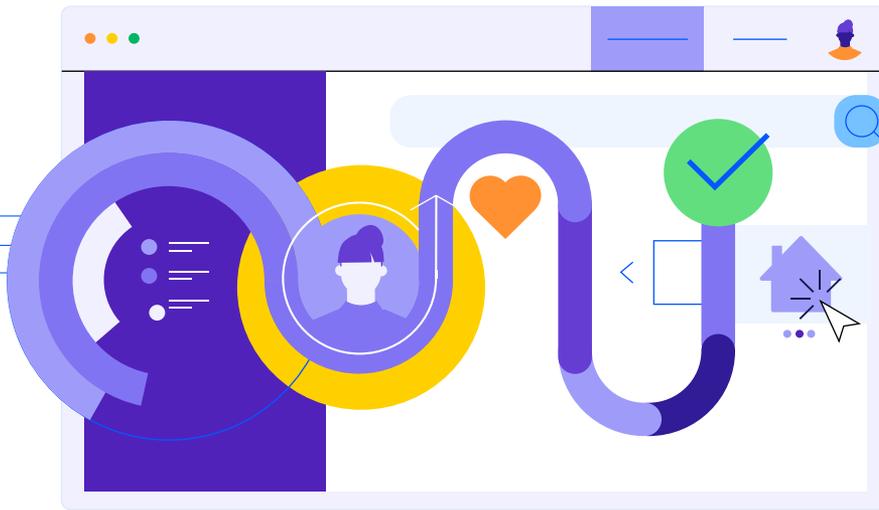
The performance of the digital platform is analyzed bi-weekly using multiple reports produced by Sitefinity Insight and other tools, leading to targeted content optimizations, removal of obsolete pages, or introduction of additional guides and pages. Deviations in expected conversions have also been easy to detect. Strategically, the data collected through the customer-facing website

helps Kensington identify opportunities for new financial products and serves as a trusted source of information in internal business discussions.

Mortgage brokers now get a pool of enhanced customer profiles, rich in data that's been directly submitted by prospects via forms on the website. As a result, Kensington can better tailor their financial offers and significantly improve customer interactions.

Kristina Angelova of Rika sums up well the strong impact of Sitefinity on the business:

“There was no way Kensington could identify the end customer, what they were looking for, what information they needed or support they required prior to starting the application process,” she said. “The visibility and actionable data offered by Sitefinity Insight has had a significant impact on the business.”



If you need a DXP that exceeds customer expectations while bringing new levels of operational efficiency, look no further than Sitefinity. **Contact us today.**

About Progress

Progress (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

© 2024 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved. Rev 2024/11 | RITM0264328

Worldwide Headquarters

Progress Software Corporation
15 Wayside Rd, Suite 400, Burlington, MA 01803, USA
Tel: +1-800-477-6473

-  facebook.com/progresssw
-  twitter.com/progresssw
-  youtube.com/progresssw
-  linkedin.com/company/progress-software
-  [progress_sw_](https://instagram.com/progress_sw_)