THUNDER LABS

CASE STUDY

HOW TO WIN BACK MARKET SHARE IN A CROWDED LENDING MARKET

CHALLENGE

A leading lender was losing market share. The mortgage portfolio hadn't evolved with customer needs, and internal teams were stuck debating tweaks instead of driving change. Competitors moved faster, especially in growth segments like investment lending and equity access.

SOLUTION

Starting with a short discovery sprint, we mapped the customer lifecycle. We identified how needs changed from first-home purchase to investment and retirement.

Then we worked with the client to architect a new mortgage proposition built around lifecycle stages, not just interest rates or loan types. Instead of layering new features onto legacy products, we redesigned the mortgage portfolio to unlock growth in emerging segments.

RESULT

The new mortgage framework was quickly adopted and rolled out. It became the backbone for targeted offerings in the investment and equity access markets, segments the client had previously struggled to capture.

- A measurable uplift in customer acquisition in key segments
- Increased internal alignment between product, marketing, and sales teams
- A major contributor to the client regaining its #1 position in market share

CALL US

Stuck with a portfolio that's no longer pulling its weight?

Let's fix that. Contact ThunderLabs.

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