

## CASE STUDY : EXTRANET DEVELOPMENT



### 'STICKY' POWERBROKER ENHANCES CUSTOMER LOYALTY

Australia's number one mortgage wholesaler, Australian Finance Group (AFG), has long recognised the importance of providing its national network of members with up-to-date and easy to locate information.

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“Site maintenance is far more streamlined, cost-effective and allows information to be delivered to AFG’s members in a much more timely fashion...”

- Andrew Willis, IT Help Desk Manager

It has been three years since AFG launched its inaugural member web-based portal and while it has been an enormous success, rapid growth and expansion of the service had made the extranet a cumbersome beast to manage.

AFG looked to the website’s creator, Vivid Interactive, to deliver a solution.

The original extranet had been developed by AFG to reduce the cost of communicating with their complex multi-tiered member base by providing a central repository of pertinent and timely information. It has become an important tool for members, who frequent the site on a daily basis to access the latest information updates from the finance and insurance industry.

Since inception, the site’s content has grown rapidly and organically to suit the shifting requirements of AFG’s members. However, the structure of the extranet wasn’t suited to the frequency of updates now demanded by members – with major changes needing to be referred back to Vivid for inclusion and uploading.

Vivid’s solution was to take an entirely new approach to the website – introducing a more intuitive content structure and a comprehensive content management system which AFG could use to update information in real time.

The result was the launch of AFG’s Powerbroker service – a secure members-only extranet dedicated to providing AFG partners with a central resource to access up-to-the-minute information from more than 400 lending, finance and insurance institutions.

Recognising that its members have different requirements, Powerbroker has been divided into several sections representing the various lines of business AFG members can be accredited with, for example residential loans, commercial financing and insurance products.

A particular hit with members is the ability to customise Powerbroker to suit their unique needs. They can add ‘Favourites’ to their Powerbroker information menu, choose to receive email notification of updates from select financial institutions or regarding specific areas of information, and can subscribe to various AFG newsletters and bulletins.

And its not just AFG members that are benefiting from the introduction of Powerbroker – the innovative technology is reaping rewards for the company as well.

By enabling internal staff to create and format new web pages and upload content, rather than referring all changes back to Vivid, site maintenance is far more streamlined and cost-effective.

In addition, Powerbroker gives AFG the ability to track and monitor user accounts, including reporting statistics on areas of interest. This assists AFG to refine and add to the range of information made available to members through the extranet.

Most importantly, Powerbroker is extremely ‘sticky’ and has enhanced AFG’s ability to communicate with its members, manage its relationships and create member loyalty.

In an industry driven by the bottom-line, Powerbroker is not only delivering on its promise to save AFG and its members time and money – but has also quickly become an important ingredient of AFG’s strategy to support and engage its complex network of members.