



MAPA INSIGHT SERIES

Loans and PPI: An Online Investigation

Syndicated Research Proposal

By M.Pavan & R. Methven of Mapa, **February 2008**

1 Introduction

The debate between regulators, loan providers and market commentators over the merits or otherwise of Personal Loan Payment Protection (PPI) has occasionally cast a sharp spotlight on the product and the way in which it is sold.

It has been a delicate balancing act for loan providers to maintain this profitable stream of revenue whilst remaining within the regulatory framework.

As regulations have been updated, so have approach to online sales techniques. This has sometimes led to a variety of approaches being in evidence at any one time.



Research Objectives:

- To create 20 individual loan provider process maps illustrating the selling of PPI on Personal Loan sites
- To catalogue the introduction, explanation, justification and selling of PPI, capturing unusual or interesting approaches amongst the sites visited
- To provide a commentary on the different approaches adopted by each site
- To test different customer / loan profiles to establish whether sites segment their sales techniques

Sites that will be evaluated

- The AA
- Abbey
- Alliance & Leicester
- ASDA
- Barclaycard
- Cooperative Bank
- Direct Line
- Egg
- Halifax
- Intelligent Finance
- Liverpool Victoria
- Lloyds TSB
- Lombard Direct
- Marks & Spencer Money
- Moneyback Bank
- Nationwide
- NatWest / RBS
- Northern Rock
- Sainsbury's Bank
- Smile
- Tesco Personal Finance
- Virgin Money

The final list of sites will be chosen by subscribers to the study prior to project implementation, subject to the approval of other participants.

2

Deliverables

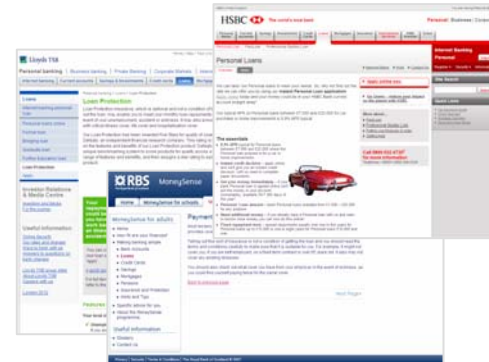
This comprehensive appraisal of the online UK PPI market allows you to assess your PPI sales techniques against the rest of the market. The appraisal is packed with screenshots, expert commentary and assessments of the competitive environment. The deliverables are described below:

1. Easy to read PPI process maps



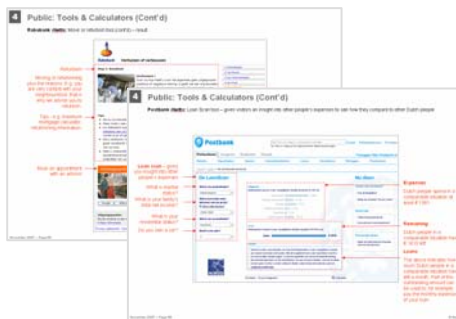
- Quick reference to the market
- Detailed view of competitors' processes
- Easy to understand

3. Screenshot library of functionality



- Quick reference
- Saves time and effort
- Generates new ideas
- Allows you to benchmark your functionality

2. Report with expert commentary and analysis



- Independent opinion
- Carried out by online financial service experts
- Holistic view of the market

4. Tailored presentation on your focus areas

- Ask questions and have detailed discussions
- Experienced consultants
- Relevant to your needs
- Educates and inspires colleagues



Project learnings:

- Learn how different competitors offer PPI within their online loan applications
- See how the sites compare against each other from an expert eye
- Understand how your competitors have interpreted existing regulations

The benefits to you:

- Reinforces business cases – solid market evidence gives you confidence in planned online developments
- Increases knowledge – through a well structured and comprehensive review of your peer online market
- Saves you money – as the research costs are spread amongst multiple subscribers
- No internal politics – the review is independent and provides external objectivity
- Ask us questions – The review enables you to discuss the findings with experienced researchers

Costs

£2,995 zero rated for VAT

This includes:

- Report in hard-copy and electronic format including PPI process maps, screenshot library and commentary
- Summary presentation at your offices

Invoicing will be on report and presentation delivery.

Invoices are due 30 days from the date of Invoice.

Timings:

Confirm your purchase before 14th March 2008 and you can purchase the report at the reduced price of £2750.

Presentations will be made towards the end of April 2008

4 About Mapa

Mapa specialises in online competitor research for the financial services industry. We provide a Competitor Dashboard service which allows clients to monitor the functionality of their competitors' sites. Mapa also benchmark the actual customer experience on an expert basis. These Mystery Shopping and Best Practice services compliment the Dashboards and we can tailor the research to meet your needs.

The range of Online Competitor Dashboards offered by Mapa include:

- Credit cards
- General insurance
- Internet banking
- Mortgages
- Offset banking
- Offshore banking
- Personal loans
- Private medical insurance
- Savings accounts
- Sharedealing

Mapa's expertise, exposure and experience in financial services enables the undertaking of a range of bespoke and ad-hoc research for clients e.g. product application design or functionality insight reports. Contact us if you would like to find out more.



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