



2017 U.S. Primary Mortgage Servicer Satisfaction Study

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Bain Certified Net Promoter Score® by J.D. Power now available!

The Challenge

Consumer Financial Protection Bureau (CFPB) servicing regulations now in place are resulting in intense scrutiny as well as major fines for some institutions during the first waves of enforcement. With other state and federal agencies, such as the Department of Justice and State Attorneys Generals, also taking actions against mortgage servicers for servicing practices, many experts expect intense regulatory scrutiny to continue and anticipate advent of additional regulations. While servicers must be prepared to work within the confines of industry regulations, they must also effectively satisfy customers whose expectations regarding technology and personal service are rapidly changing. To meet these challenges and remain competitive, mortgage servicers need to understand and implement key best practices that have the greatest potential to reduce or prevent problems, contain costs, and create positive customer experiences that improve brand perceptions and minimize oversight risk.

The Solution

The *J.D. Power 2017 U.S. Primary Mortgage Servicer Satisfaction Study*SM examines customer satisfaction with the servicing experience among the largest U.S. mortgage servicers. The study provides a broad understanding of how firms can improve mortgage customer satisfaction and advocacy across six key factors:

- Onboarding
- Billing and Payment
- Escrow Account Administration
- Fees
- Interaction (Online, Live phone, Automated phone)
- Communications

Additionally, the study explores satisfaction among mortgage customers based on behavioral segments, including:

- Risk/Loan status
- Servicing transfers
- Tenure with servicer
- Specialty programs
- Demographics



J.D. Power Awards Program and Other Recognition Opportunities

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J.D. POWER

A study subscription provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of how your firm is performing and to identify key areas needing improvement.

Study deliverables include:

- An **analyst briefing** that provides insights into key industry trends and best practices that you may incorporate into your firm's processes in order to improve customer satisfaction
- **Access to a competitive data set**, allowing you to see how your firm stacks up against key competitors, the industry, and the highest performers
- A **performance summary** that spotlights key performance metrics and your effectiveness at meeting these metrics
- An **executive presentation** that provides a summary of your firm's results, compared with key competitors, as well as strategic advisement on areas with the greatest potential to improve performance
- **Bain Certified NPS®** by J.D. Power that includes the brand level NPS® and verbatims, a NPS rank chart and verbatim text analytics.

Mortgage servicing firms that subscribe to the study can gain a greater understanding of their competitive position at a detailed level, allowing them to pinpoint critical areas for improvement and make prudent investments in the service attributes that matter most to customers.

Strategic Customer Segment Analysis

Many J.D. Power clients have expressed an interest in capturing data from a larger sample of their own customer base than is feasible in the context of a syndicated research study. J.D. Power offers the opportunity through either additional panel-acquired or client-supplied sample to conduct a customized analysis of customer segments to help answer such critical business questions as:

- How successfully are firms delivering the client experience to specific segments of the market defined by such criteria as age, ethnicity, application channel, geography, credit profile, and additional products?
- How does the firm compare within key customer segments to the broader industry or key competitors?
- To what extent are key internal initiatives impacting customer satisfaction?

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beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

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J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
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- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Now Available! Bain Certified Net Promoter Score® by J.D. Power

This independent, trusted, and Bain certified measure of NPS® provides brands with accurate scores they can use with confidence as they seek ways to improve the customer experience, assess their competition, increase brand advocacy, and ultimately deliver positive financial results. To access it, you must subscribe to the respective J.D. Power syndicated study. Learn more at jdpower.com/NPS

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending; PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Insurance Consulting
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

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