



The comdirect bank is the leading direct bank for modern investors and the market leader among online brokers. Comdirect services more than 1.5 million clients in their three main fields of business: brokerage, banking and consulting. Constant support availability is especially important in property financing and investment consulting. Therefore, the comdirect consultants need to be available via the phone for their customers 24/7.

“With Mikogo our conversion rate is 50 - 70% higher compared to using only a phone for sales!”

Ingo Leidecker
Head of Processes and Operations Property Financing, comdirect bank
www.comdirect.de

comdirect bank

Optimize the conversion rate and create transparency

The Challenge

Property finance planning is a very emotional but complex service. Customers expect personal advice and property financing solutions on a personal and professional level. Transparency and personal contact are hereby crucial factors for success. While such successful consultations can be achieved with face-to-face meetings, it can be a more difficult task over the phone. Due to this, over the phone consultations with customers needed to be more transparent and personal.

The Solution

Thanks to Mikogo the comdirect bank is now able to offer their customers a visual demonstration of their personal financial structures. Via Mikogo the comdirect customers can meet with their consultant online and view the process of their mortgage planning at home on their screen. Financial data can now be presented to the customer while the consultant simultaneously explains everything over the phone. Ingo Leidecker is convinced: “Because of the simplicity and interactivity of screen sharing with Mikogo, customers can experience the whole process directly and are pleasantly surprised.”

The Conclusion

Financial planning with such increased transparency due to Mikogo has strengthened trust from the comdirect customers. “A request for mortgages usually takes at least 8 weeks. Now we close deals approx. 10-15% faster.” The customers are also more than satisfied with the improved financial consulting which they now receive: “Online consultations are a major benefit and our customers are really enthusiastic about this. Participating in the creation and planning of their property finance plans is even exciting for them.”

About Mikogo – Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online and remote support. At present, more than 2000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses. Visit us at www.mikogo.com