



Based out of Surrey, Easy Street Financial Services is a premier independent mortgage and insurance brokerage serving the entire UK. The firm specializes in a diverse range of mortgage and insurance products and advisement services. They also deliver third party financial services including estate planning along with pension and investment advisement. Their team has over 60 years of combined expertise and offers more than 4,100 financial products from 120 providers.

"With Mikogo, clients receive the quality, custom-tailored mortgage advice they need at times which are best for them. It's so easy for us to use, it's unbelievable!"

Ian Symmonds

Director & Financial Adviser,
Easy Street Financial Services
<http://easystreet.co.uk>

Easy Street Financial Services

*Mortgage Consultations Made Easier
and More Convenient*

The Challenge

When working on client mortgage needs, Easy Street Financial Services' team relied on phone consultations. However this proved challenging as it was difficult to clearly communicate and avail them of the full details of different mortgage offerings, without being able to show and explain the offerings to clients. Alternatively, face-to-face meetings were hard to facilitate. Since the firm serves people throughout the UK, there were challenges with distance, scheduling convenience, and travel time.

The Solution

Thanks to Mikogo, mortgage consultations become clearer and more convenient for the client. A new customer calls Easy Street and is invited to join a Mikogo meeting. Within moments, the client receives a visual demonstration of their mortgage options right on their own screen while the Easy Street advisor walks them through the options. Also, these online consultations offer more convenience to clients and prospects. Ian Symmonds explains: "It gives them more flexibility. I can provide them with quality mortgage advice and guidance whether they're on the train, at a coffee shop, or at any location at a time that's good for them." This also eliminates travel time for both parties- which face-to-face meetings would require.

The Conclusion

The entire sales process has been transformed. Symmonds and other firm advisers have combined the use of Mikogo with their own mortgage advice software. This lets them enter clients' information and instantly populate a list of mortgage options available to them and their clients. Everything is much clearer. Symmonds shares: "Mikogo has raised the standards of our professional interactions. Now we give the same visual experience that an in-person meeting delivers, but with far more convenience and without any compromise on quality." Since Easy Street Financial Services offers these online consultations, their competitive edge is thereby sharpened.

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