# Mortgage Questionnaire,

# Improving Transparency and Customers’ happiness

1. Can you please tell me the three first “words” you think of when hearing the word “mortgage”?

**Money, house, debt**

1. What are two spontaneous questions which come to your mind when hearing the word “mortgage”?

**What is the interest rate? How much is the down payment?**

1. How familiar from 1 (few) to 10 (a lot) are you on the mortgage system in Switzerland?

**6**

1. How difficult from 1 (very difficult) to 10 (very easy) do you assess the mortgage topic?

**2 – very difficult**

1. Do you currently own a mortgage? In Switzerland?
   1. IF yes, can you remember some pain points in the mortgage subscription process? What went particularly good?
   2. IF no, Have you ever considered apply for a mortgage?

**No, yes**

* 1. IF no, Could you imagine doing it in the future? Why? Why not?

**Yes, because I don’t want to pay rent in the whole of my life.**

1. Have you ever looked for information about mortgage online?
   1. IF yes, where and which information?
   2. IF no, would you consider doing it? Why? Or why not?

**No, but, yes, I would consider. Because that is my first when, I would like to find out something.**

1. What information on mortgages would you typically look for on the internet?

**Which banks offer what kind of mortgages?**

**What are the rules?**

1. Have you ever used a chatbot (computer-based software assistant) to get information on a product or service?
   1. IF yes, which product/service?
   2. IF no, which communication channel would you consider to get those information?

**No. Phone service, email, life chat.**

1. Would you consider using a chatbot to get information on the mortgage ecosystem?

**Yes, because I would try it for 5 minutes, and if it doesn’t work, I would try out something else.**

1. Do you have family? What is your profession? How old are you?

**Yes, Software engineer, 40**

**11. Chatbot**

Yes, I would use it. Gives me a correct answer to my question. I can easily find the information I need.

*Une image contenant texte, tableau blanc

Description générée automatiquementPersona – Typical Mortgage Prospect*