



C·REAL

Creation of a
holistic methodology for
Renovation Advice with focus on
Lending solutions differentiated
by Target Group



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Acronym: C-REAL

Title: Creation of a holistic methodology for Renovation Advice with focus on Lending solutions differentiated by Target Group

Coordinator: Dubolimburg vzw

Consortium: Dubolimburg vzw, Provincie Limburg, Onesto Kredietmaatschappij nv

Start: September 1st 2020

Duration: 48 months

WP3– Target group of Buyers

WP4– Target group of Existing mortgage clients

WP5– Target group of ACO's

D3.1: Detailed Customer Journey all target groups

Type

R

Dissemination Level

PU

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Target Group(s):

Peers

Renovation advisers

Lenders

Estate agents

ACO's

Syndics

Credit advisors

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General Introduction

Developing the customer journey is key to be able to map all the aspects that should be taken into account when developing a methodology to recruit, inform and unburden a candidate renovator.

It is also an important instrument to detect the key moments in which a house owner is receptive for renovation as well as to detect the actors that are involved in those moments.

Executive Summary

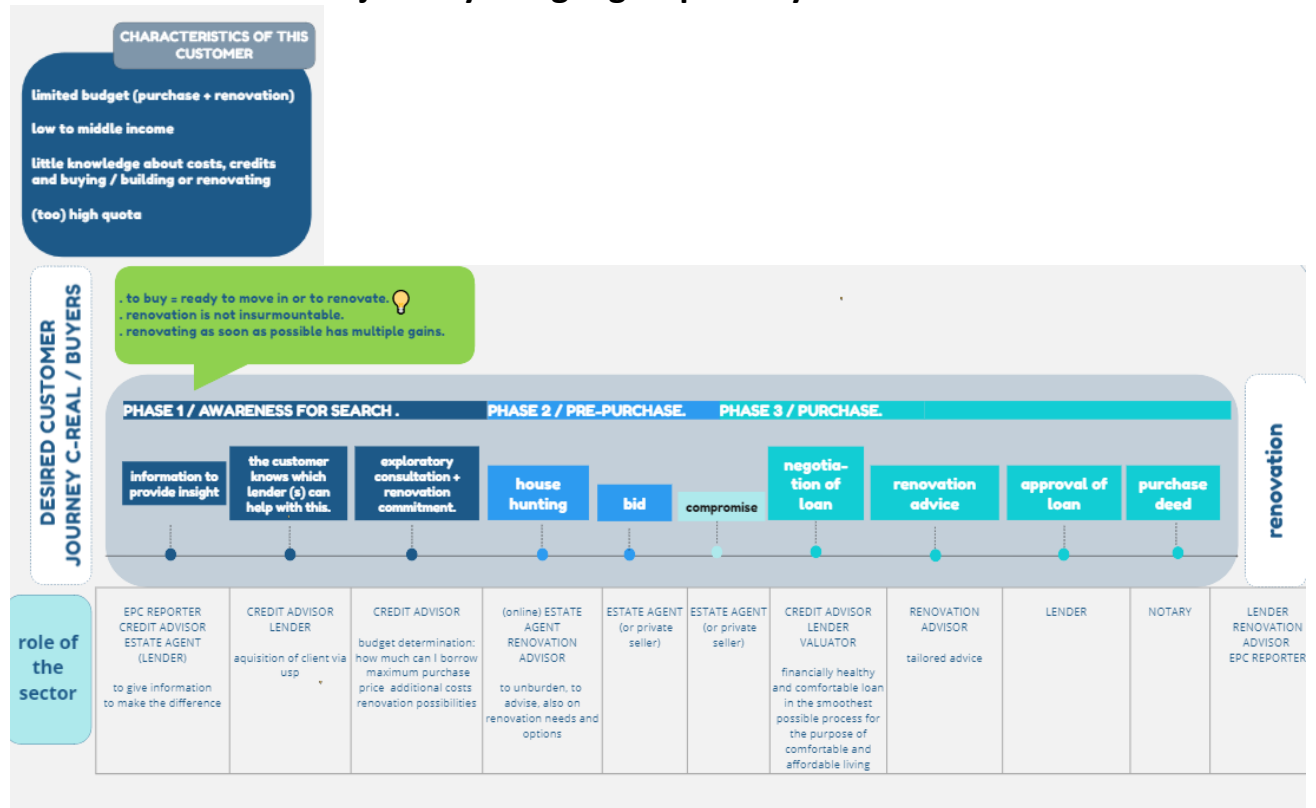
This document contains the desired customer journeys of all three target groups within C-REAL.

The customer journeys were developed during 3 online workshops where experts representing all key actors, were invited to co create.

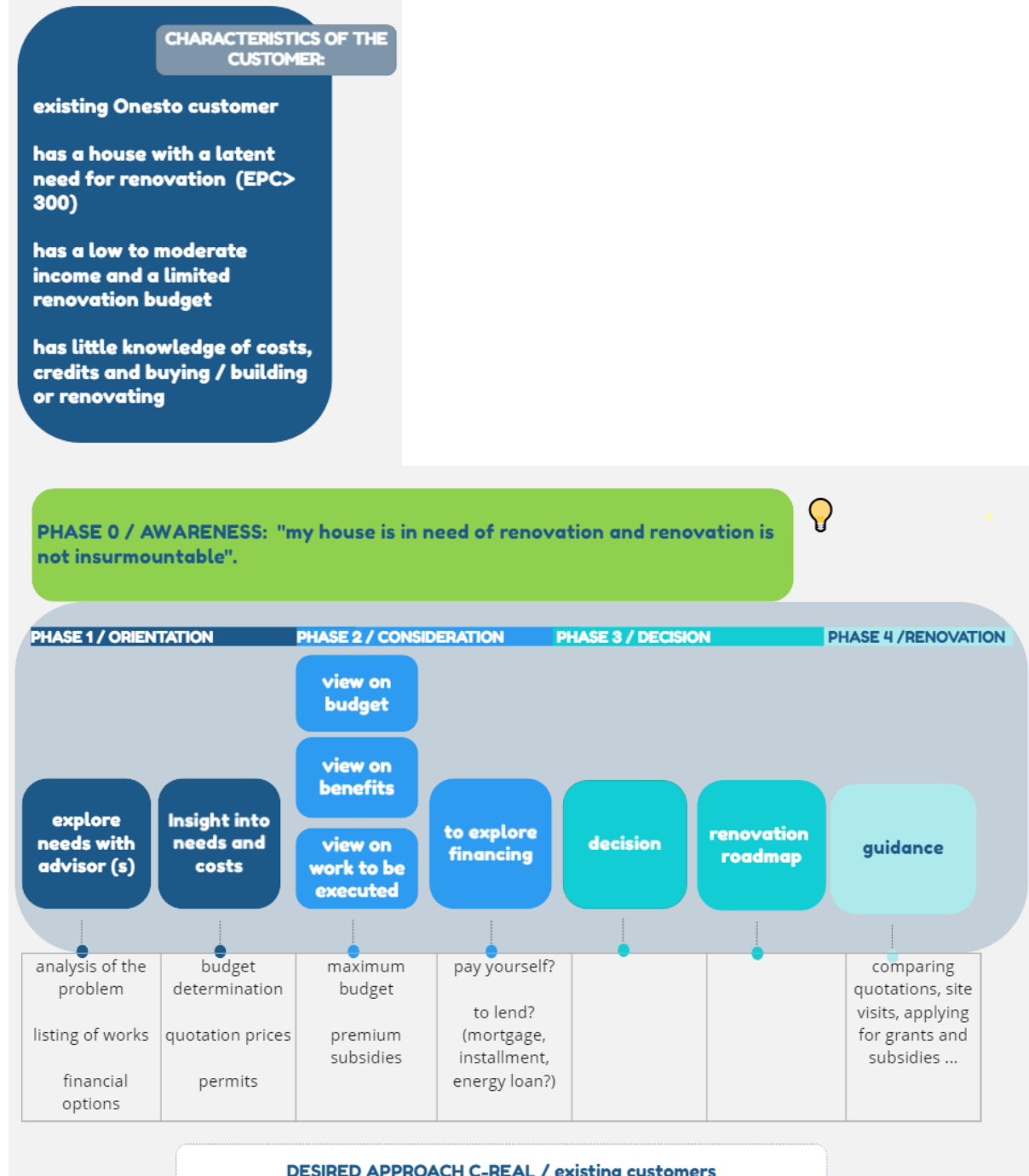
Below, they are presented in a graphic way.

They will be used as a starting point to detect the issues to be tackled in order to develop a tailored methodology for renovation advice and guidance for every target group.

1 Detailed customer journey - target group of buyers



2 Detailed customer journey - target group of existing mortgage clients



3 Detailed customer journey - target group of ACO's

