

Nationwide loan quote screens

Managing borrowing is critical to people's financial wellbeing. When taking out a loan, customer understanding is key to ensuring they are fully aware of any consequences their decisions may have.

In this communication, the customer is presented with a choice when receiving a quote for a loan online. They can either keep their new loan separate or consolidate it with existing loans they have. This is typical of a decision where traditional ways of presenting information rely on the customers' ability to work with numbers and understand numerical concepts.

This communication uses a narrative approach to piece together what the numbers mean for the customer. In particular, the communication makes explicit the impact on the amount of interest that the customer would end up paying and the length of time they would have to pay off their loans. This makes it easier for the customer to see which option works best for them.

Nationwide's practitioners have been enthusiastic about the Plain Numbers Approach and this is just one example of a key customer journey where improvements have been made.



Ben Perkins
Director of Partnerships & Services, Plain Numbers

This communication is an excellent demonstration of the potential of the Plain Numbers Approach to improve customer understanding and help people make more informed decisions.

By thinking carefully about which information drives good outcomes, the communication has made a complicated decision much clearer for the customer. Nationwide have recognised the importance of being able to manage loans well for customer wellbeing. As a result, they have pushed boundaries to do all they can to ensure their customers fully understand their options.



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Plain Numbers gave us the tools required to simplify the process for personal loan customers looking to borrow more. Not everyone is good with numbers and the previous process meant customers had to do some of their own calculations to compare their options.

These changes mean we can now present complex information in an easily digestible manner, making it easier for customers to compare the options giving them the confidence to make an informed decision.

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Sophie Martin
Product Owner, Nationwide

The Plain Numbers Approach in action



Numbers themselves

The differences in the cost of borrowing (interest) and timeframes for repayment are calculated for the customer.



Numbers in context

Uses a storytelling approach to make sure each number has clear context and meaning. The humanised language throughout allows for greater understanding.



How we think

Options are presented consistently to allow easy comparison.

Before

Step 4 of 7
Here's your no-obligation quote

Your loan quote

To proceed with this application, please review and select an option below.

Quote 1
Thank you. Based on the information you've provided, it looks like we'll be able to offer you a loan. We just need to carry out some final checks. To complete your loan application, we'll need to see proof of:

- Income for Seporak Amakulyangdps

We'll tell you how you can do this at the end of your application.

Details of your personalised quote are shown below.

Your new loan - £6,500	
New loan amount	£6,500
Term	37 months
APR	10.0%
Monthly repayments	£203.53
Total loan interest	£1,030.61
Total amount payable	£7,530.61

Keep existing loan £1,000.00 separate
(which has remaining term of 12 months, monthly repayments of £87.71, APR 10.0% and outstanding balance of £1,000.00*)
Combined monthly payments of £291.24
*Please note the outstanding balance does not include interest payable over the remaining term.

Select quote 1

Quote 2
Thank you. Based on the information you've provided, it looks like we'll be able to offer you a loan. We just need to carry out some final checks. To complete your loan application, we'll need to see proof of:

- Income for Seporak Amakulyangdps

We'll tell you how you can do this at the end of your application.

Details of your personalised quote are shown below.

Combine existing loan - £1,000.00 with the new £6,500 loan	
New total loan amount	£7,508.12
(Total new loan amount includes daily interest which has been added to your existing loan since your last monthly repayment date)	
Term	37 months
APR	10.0%
New monthly repayments	£235.10
Total loan interest	£1,790.58
Total amount payable	£8,698.70

Select quote 2

After

nationwide You're applying for a Personal loan [Exit application](#)

Section 3 of 5: Get your quote

We can offer you a loan

Because you've already got a loan with us, you can choose to combine your existing loan with your new one. Or keep them separate.

Your options

Keep your loans separate
£256.30 per month for 80 months. Then £78.73 for 4 months.

Keep your loans separate and you'll pay back **£256.30** per month until **February 2030**. After that, you'll pay **£78.73** per month until **June 2030**.

You'll pay **£20,818.90** in total. **£8,218.92** of that is interest.

Keeping your loans separate means you'll pay **£4,881.08** less interest. But you won't get any extra time to pay back your existing loan.

Separate loan details

☐ Choose to keep loans separate

Combine your loans
£12,667.08 per month for 84 months.

Combine your loans and you'll pay back **£306.87** per month until **June 2030**.

You'll pay **£25,777.08** in total. **£13,100.00** of that is interest.

Combining your loans means you'll pay **£4,881.08** more interest. But you'll have a bit more time to pay back your loan (4 months).

Combined loan details

☐ Choose to combine loans

Your offer is only valid today. It depends on the hard credit check we need to run. And any other final checks we do too. We're also going to need more information about your +income/right to live and work in the UK+. We'll let you know how to share the information we need at the end of the application.

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