



Technical paper

# Asset finance customers expect digital engagement

Unlock the power of digital portals in your customer journey



## Executive summary

A “digital-first engagement” has now become the preferred mode for front-line engagement, differentiating your services by streamlining the customer journey – making it seamless, easy, efficient and personalized.

Digital lending portals deliver a unified customer experience and customer-centricity. They help your organization put money to work more effectively via a unified credit journey and improved “time to yes.” By creating a broker/dealer and financier collaboration platform across the financier value chain, portals allow these parties to always be updated and proactively informed on any customer outcomes, enabling improved customer engagement.

Portals also allow data-driven personalization and hyper-personalized engagement to your portfolio, increasing your wallet share. They provide operational efficiency and user-driven tools to create quick-to-launch campaigns and experiences for your customers, without any need for elaborate code changes or vendor IT engagements.

Digital portals are part of a configurable cloud-based lending ecosystem that allows you unlock advancements and new business models that power money at work through a more interconnected, efficient, scalable and cost-effective solution.



## Technology considerations for portals:

### Platform architecture

#### API-first over monolithic architecture:

Adopting an API-first architecture over monolithic products allows you to stay technologically relevant and develop truly modular and scalable applications. API-first and microservice-led applications provide scalability – both vertical as well as in scope. They allow reusability of modules and functionality. For example, a customer detail microservice could be used across retail, commercial and broker journeys in the application and be exposed externally to other systems.

REST APIs allow ease of integration to multiple external and internal systems. They offer a flexible and open architecture, ready for any integration needs brought about by regulations such as open banking. API-first applications provide flexibility in your CI/CD pipeline and upgrade your application paths by moving CI/CD processes to a microservice level rather than an application level.



### Scalability and performance

#### Cloud-native solutions:

Leverage cloud-native technologies to ensure the portals can scale according to the unique demands of each segment – be it the high transaction volumes of retail automotive or the data-heavy operations of commercial equipment finance. Cloud-native solutions allow you to

deploy elastic infrastructure that adapts to the varying workloads typical across different portals – ensuring high availability and performance during peak usage times, such as end-of-month leasing rushes in the commercial automotive sector.



### Security

#### End-to-end encryption:

Protect data with end-to-end encryption, particularly crucial in the retail automotive space where consumer data is frequently transmitted, as well as in commercial equipment portals handling sensitive business information.

#### Access control:

Utilize role-based access control (RBAC) tailored to the different levels of access required in each portal. For example, brokers in commercial equipment finance may need broader access to client data compared to customers in a self-service retail portal.



## Process considerations for portals:

### Onboarding

#### Streamlined workflows:

Develop onboarding processes that reflect the complexity of the customer segment. Retail automotive customers might need a quick, straightforward onboarding, while commercial equipment finance clients might require more comprehensive due diligence and documentation processes.

#### Efficient approval processes:

Automate and tailor approval workflows to the specific needs of each segment – retail automotive might focus on credit checks and quick approvals, while commercial automotive may prioritize detailed fleet assessments and leasing terms.

### Contract management

#### Standardized yet flexible contracts:

Offer standardized contract templates that can be customized for each segment, ensuring flexibility in retail auto leases versus the more complex, long-term contracts typical in commercial equipment finance.

#### Digital signatures:

Implement digital signature solutions across all portals, ensuring they meet the varied legal and compliance needs specific to each segment – whether it's consumer-facing agreements in retail automotive or more detailed commercial contracts.

### Customer support

#### Unified support system:

Provide a unified customer support experience that addresses the unique needs of each portal type – retail automotive customers may require more guided support, while commercial equipment clients may need direct access to account managers and technical support.

#### Comprehensive knowledge base:

Develop a shared yet segment-specific knowledge base that caters to the common queries across retail automotive, commercial automotive and commercial equipment, ensuring users can easily find relevant information.

### Analytics and reporting

#### Centralized data repository:

Maintain a centralized repository that aggregates data across all portals, enabling detailed analytics tailored to each segment's needs – such as consumer behavior insights for retail automotive or asset performance tracking for commercial equipment.

#### Real-time dashboards:

Provide real-time dashboards that monitor KPIs specific to each segment – such as sales conversion rates in retail automotive, or asset utilization metrics in commercial equipment finance.



## In summary

Digital portals as the point of first engagement are now the norm for customer-centric organizations who want to make money work harder. While a well-defined business case can easily justify the transformation value-add that digital portals provide, setting one up requires a tailored approach that considers the specific needs of the various personas that will engage with them, both externally and internally in the organization. This could span across retail, commercial and self-service users from different industries. Portal requirements can vary from a simplistic front-end to a complex transformation blueprint.

When evaluating this dichotomy under a build vs. buy lens, it's critical to recognize that today's portal solution providers offer off-the-shelf platforms with quicker implementation time, data consistency and lower operating costs while delivering a superior user experience – without compromising the flexibility and personalization needs of the stakeholders.

UNLOCK DIGITAL ENGAGEMENT

FIS Asset Finance helps put capital to work by accelerating financing between lenders and borrowers.

Our **technology** powers the global economy across the money lifecycle.



Money  
at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.



Money  
in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.



Money  
at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

## About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit FISglobal.com. Follow FIS on LinkedIn, Facebook and X (@FISglobal).



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