



Whitepaper

# Digitalize for success in asset finance

Unlock loyalty and efficiency to make money work harder with a digital portal for leasing

## The digital imperative for asset finance providers

In the fast-paced world of asset finance, there is increasing pressure to maximize operational efficiency. Your customers need leasing arrangements to help them free up capital and cash flow. Your company leases vehicles or equipment to drive revenue and growth. But are your operations limiting your business potential?

As in every sector, financial or otherwise, customers expect seamless, personalized experiences from asset finance providers. But at the same time, you're fighting to streamline your operations, cut your costs and ensure regulatory compliance.

None of that is possible when your operations are off-kilter. All too often, legacy technology, fragmented systems, outdated workflows and siloed processes combine to stop you from satisfying customers, meeting regulatory requirements and achieving optimal efficiency.

The answer lies in the digital portal – an integrated solution that unifies customer interactions, harmonizes internal processes and makes effective use of data to deliver hyper-personalized experiences.

There's no faster route to digital transformation. And without digitally transforming your operations, your asset finance business can't achieve competitive advantage in a crowded market.



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## Are you ready to unlock loyalty, efficiency and growth with a digital portal?

Your digital transformation starts right here, with an in-depth look at – and portal-driven solutions for – five key leasing industry challenges.

## 1. Fragmented customer experiences

Asset finance providers often rely on disparate systems that fragment the customer journey, leading to friction, frustration and inefficiencies. You force customers to navigate multiple touchpoints, whose underlying systems don't communicate effectively with one another. It's no way to deliver a consistent, joined-up experience.

### Consolidate customer interactions

With a digital portal, you can unify the customer experience by bringing together all your interactions with customers on a single platform. So, whether you're providing retail or commercial asset finance products, you can give every customer access to self-service capabilities, 24/7 support and personalized experiences that cater to their specific needs.

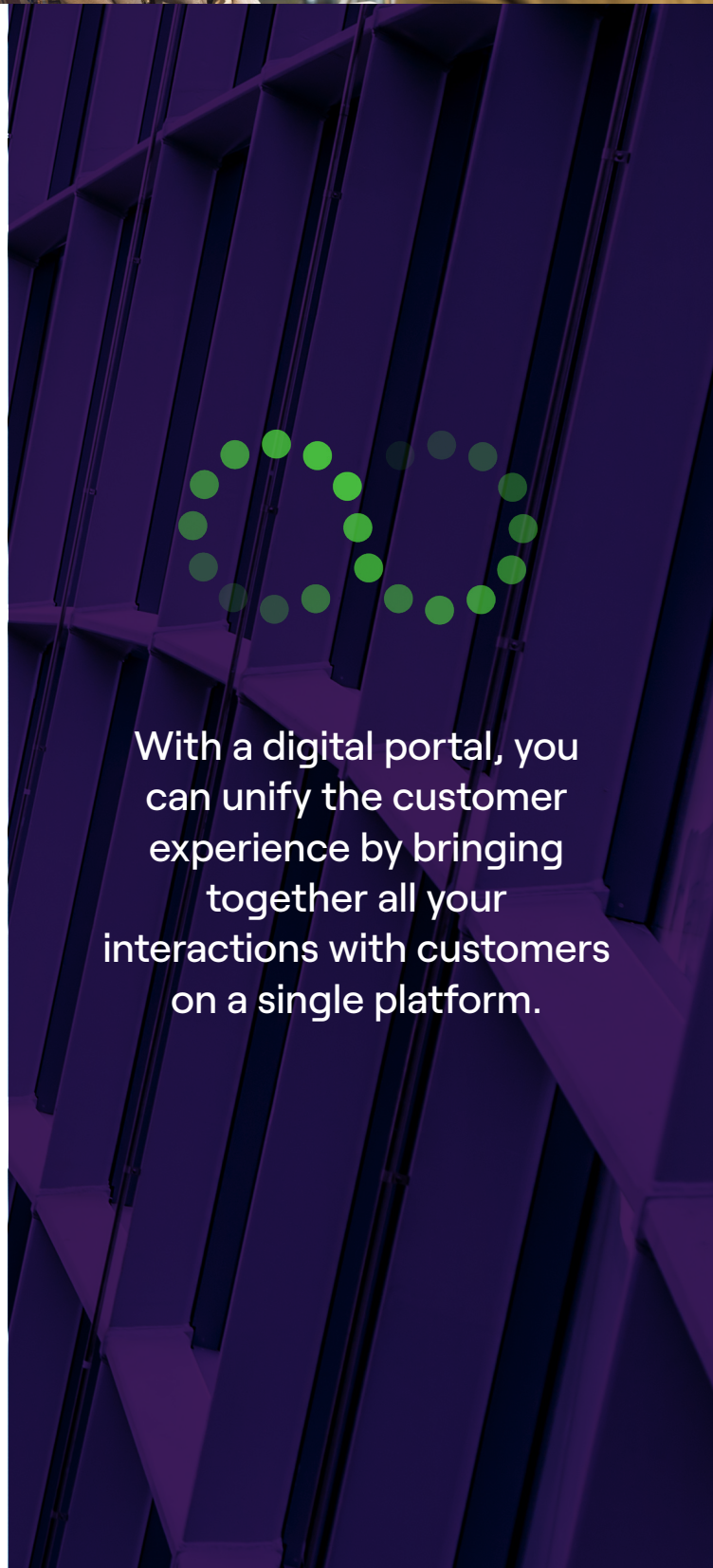

### The FIS solution

For seamless customer journeys, digital portals from FIS® Asset Finance deliver a unified omnichannel customer experience that's easy to navigate across multiple devices.

Navigation is intuitive and specific to each persona. For example, you might choose to engage retail consumers with a simple but striking interface for personal auto finance. But for commercial customers managing fleets of vehicles, it will make sense to offer access to financing tools and contract management capabilities, too.

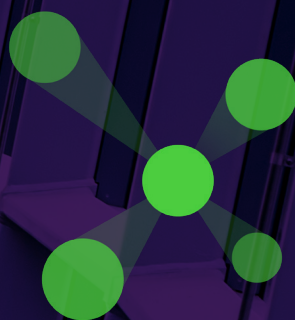
The newest digital technologies can help you tailor the experience for customers across the lending ecosystem and put money to work more efficiently. Over 50% of C-level leaders are currently leveraging chatbots, personalized user interfaces, personalized marketing and customer segmentation tools to elevate the customer digital experience, with chatbots having the highest usage. Other business leaders have assigned equal usage (~50%) to personalized user interfaces and personalized marketing tools.

**Customers won't put up with fragmented experiences and inefficient services from asset finance providers. With a digital-first approach, you can acquire customers more effectively by delivering the seamless experience they expect.**



With a digital portal, you can unify the customer experience by bringing together all your interactions with customers on a single platform.





Link all credit and customer touchpoints in the same journey and update your processes without changing your underlying core systems.

## 2. Disjointed credit approval processes

Asset finance credit checks and approvals often hit delays because of disjointed communication between brokers, dealers and financiers. Siloed systems and manual processes also increase the time to “yes,” frustrating customers and slowing down the flow of asset finance.

### Streamline collaboration

A digital portal allows you to streamline the credit approval process by allowing all stakeholders to communicate and work together through a single system. Real-time collaboration eliminates gaps in communication and accelerates decision-making, with automated workflows further reducing manual processes and approval times to improve customer satisfaction, acquisition and retention.

### The FIS solution

Make your capital work harder by automating and streamlining the entire credit journey for lessors and lessees with FIS Digital Portals. By connecting brokers, dealers and financiers on a single platform, we help you integrate all your credit workflows and keep front-line and back-office teams updated and aligned on key tasks.

Now you can link all credit and customer touchpoints in the same journey and update your processes without changing your underlying core systems. Plus, you can integrate advanced tools and technologies like AI and chatbots to future-proof your operations, keep improving automation and stay at the forefront of digital innovation.

**When siloed, manual operations take too long to approve credit, a digital portal is the fastest way to satisfy customers and get asset finance working harder and flowing faster.**





### 3. Operational inefficiencies

Redundant workflows and laborious manual processes slow down business operations, hamper efficiency and increase costs for asset finance providers. Legacy systems aren't scalable either, making it harder and costlier to meet growing customer demands and ensure capital is put to work effectively.

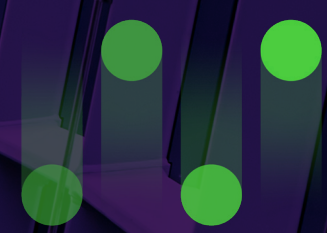
#### Increase automation

Digital portals improve operational efficiency by automating routine tasks, enabling businesses to streamline workflows and reduce administrative overhead. Self-service tools empower customers to manage their assets, while automation improves turnaround times, reduces costs and enables businesses to scale efficiently.

#### The FIS solution

With a digital portal from FIS, operational efficiency becomes a reality, so you can grow your business without increasing overhead or complexity. In the financial services industry, 65% of C-level leaders and 67% of other business leaders say their cost reduction initiatives have a high impact. For a faster time to market, user-friendly tools help you create and launch campaigns without needing to make changes to code or engage your vendor's IT team.

**Inefficiencies are the enemy of growth. With a digital portal on your side, you slash costs, speed up processes and increase scale, loyalty and competitive advantage – for harder-working finance and less cost.**



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## 4. Missed growth opportunities

Day in, day out, asset finance systems process large amounts of data on customers. When you don't make the best use of the information you collect, your interactions remain generic and you waste potentially lucrative chances to cross- or up-sell products and unlock both loyalty and growth.

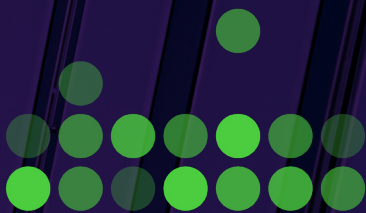
### Drive personalization with data

By integrating AI and analytics and applying them to your data, digital portals allow you to deliver personalized financing options and tailored product recommendations. As a result, you can not only enhance the customer experience but also increase revenue through targeted cross- and up-selling. 52% of financial services leaders and 51% of C-level and other business leaders across all industries (financial services and corporates) say their firms use AI to better understand customer preferences, while 48% in both groups use it to tailor experiences to customers' needs.

### The FIS solution

Data-driven personalization is easy with an FIS digital portal, where AI-powered analytics help you tap into the full potential of your customer data. Get real-time insights into customers' behavior so you can meet individual needs with the right products at the right time.

**You can't unlock growth without clear insight into your customers' needs. With the power to transform data into intel, digital portals can help you seize every growth opportunity with personalized offers that keep asset finance hard at work.**



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## 5. Regulatory complexity

Meeting regulatory compliance across multiple regions is a complex and ever-evolving challenge for asset finance providers. Manual compliance checks can lead to errors, delays and increased risk of regulatory breaches, substantial fines and even operational shutdowns.

### Automate compliance checks

Digital portals build regulatory compliance into your operations by automating key compliance checks such as for know your customer (KYC) and anti-money laundering (AML) regulations. Roughly 60% of leaders in the U.S. and Hong Kong report that their organizations utilize “regulatory compliance” solutions to harness AI or ML for mitigating operational risk. Wherever you operate in the world, you can also make sure you adhere to global and local regulatory requirements, as well as streamlining onboarding and transaction processes.

### The FIS solution


Digital portals from FIS make sure your asset finance business remains compliant with all the global and regional regulations that apply to you, from KYC and AML to the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the U.S.

As well as helping you automate compliance checks and reduce errors, we enable your operations to meet the highest standards of data security and privacy. We also tailor compliance mechanisms to the specific regulatory requirements of each portal, whether stringent consumer protection measures for a retail auto finance portal, or business-oriented checks for a commercial equipment portal.

And we ensure portals are accessible to people with disabilities, in accordance with the U.S. Americans with Disabilities Act (ADA).

**Compliance doesn't have to be hard manual labor.**

**Automate every check in a digital portal to keep asset finance working smoothly, safely and in line with every law.**



Digital portals build regulatory compliance into your operations by automating key compliance checks.

## Unlock loyalty, efficiency and growth in asset finance with a digital portal from FIS

In today's fiercely competitive landscape, asset finance providers must embrace digital transformation to stay ahead. Digital portals from FIS Asset Finance offer a comprehensive, customer-centric and future-ready solution to the challenges of fragmentation, inefficiency and complex compliance requirements.

At FIS, we are dedicated to unlocking financial technology to the world and to empowering asset finance providers to effectively put money to work. Get in touch with us today and learn how we can help your business harmonize its operations, improve customer satisfaction and loyalty, and unlock new growth opportunities.

UNLOCK DIGITAL ENGAGEMENT

\*All statistics are from FIS Global Innovation Research.

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.