



## Optimised and Personalised Lending Journeys

Introducing the PrinSIX Digital Platform  
Your end-to-end onboarding  
solution in a single platform

Optimise the balance between lending risk and reward



## Contents

03	Principal 6	09	Success Factors
04	Our Business in Numbers	10	The Platform
05	Market Understanding	11	UX Experience
06	The Challenge	12	Drivers for Change
07	Innovation	13	Managing Change
08	Our Value	14	About Us





## Principal 6

'A firm must pay due regard to the interests of its customers and treat them fairly.'

To comply with the FCA's regulations, businesses must ensure that customers' best interests are at the heart of everything they do.

# PrinSIX in Numbers

**+300%**

Increase in applicant conversion

**+30%**

New customer volumes

**-27%**

Bad dept reduction

**-10%**

Reduction in fraud

We optimise digital onboarding by **simplifying journeys, transforming understanding and accelerating improvement**

Achieving the optimal balance between **Acquisition Cost and Lending Risk**

Explore our Optimised Digital Onboarding Approach >



# Leading-edge onboarding solution

We get you. As a Lender, you want to maximize customer experience and lending while minimizing cost and risk; with a major concern being regulatory compliance.

To grow, you need an onboarding solution that completely satisfies the needs of lenders, borrowers and regulators simultaneously.

Analytics is no longer passive but defines every journey.

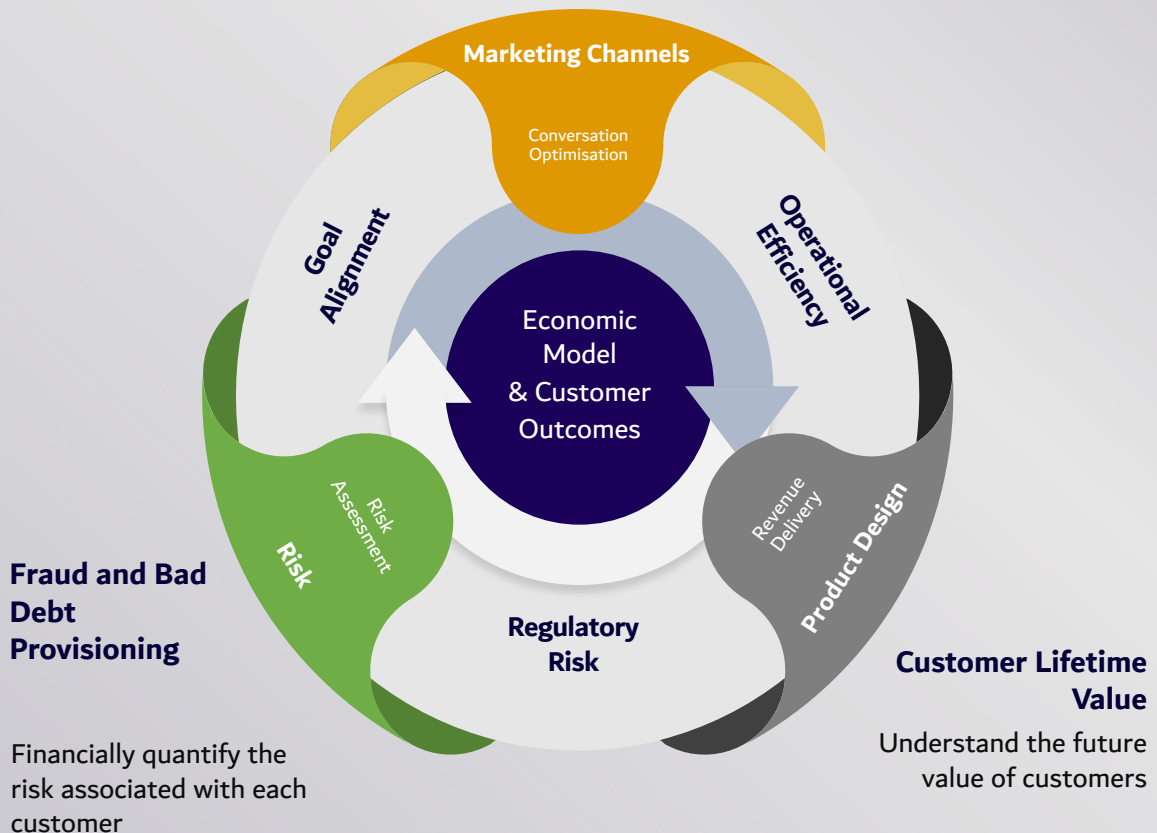
Onboarding is no longer a 'one size fits all' process and has become a 'digital' conversation.

Our experienced team works with your team to establish a continuous improvement approach driven by real-time actionable insights.

## The PrinSIX Model™

### Customer Acquisition Cost

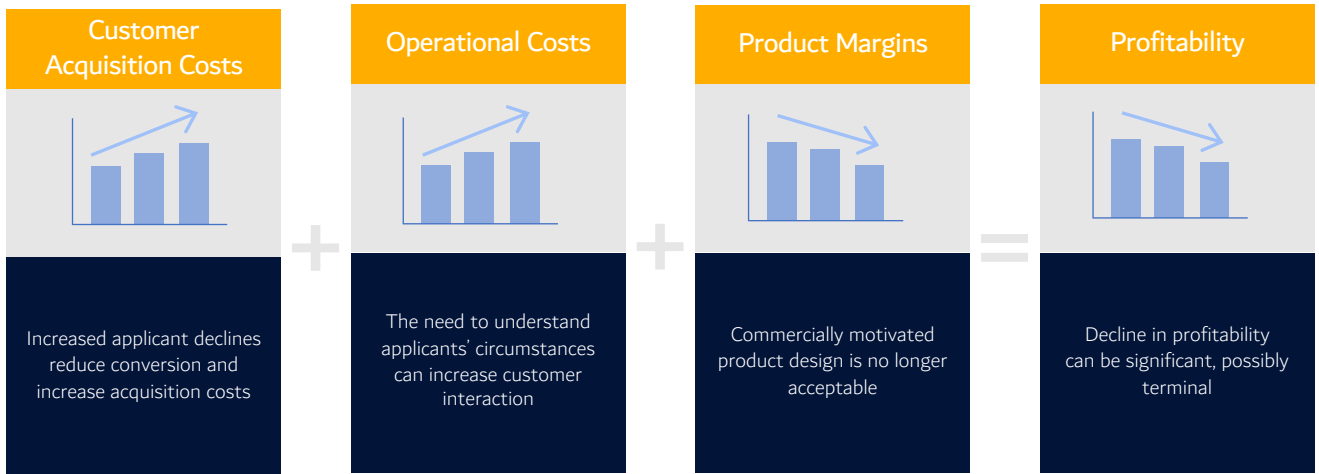
Spend marketing budget in the right places, on the right leads



# The Challenge

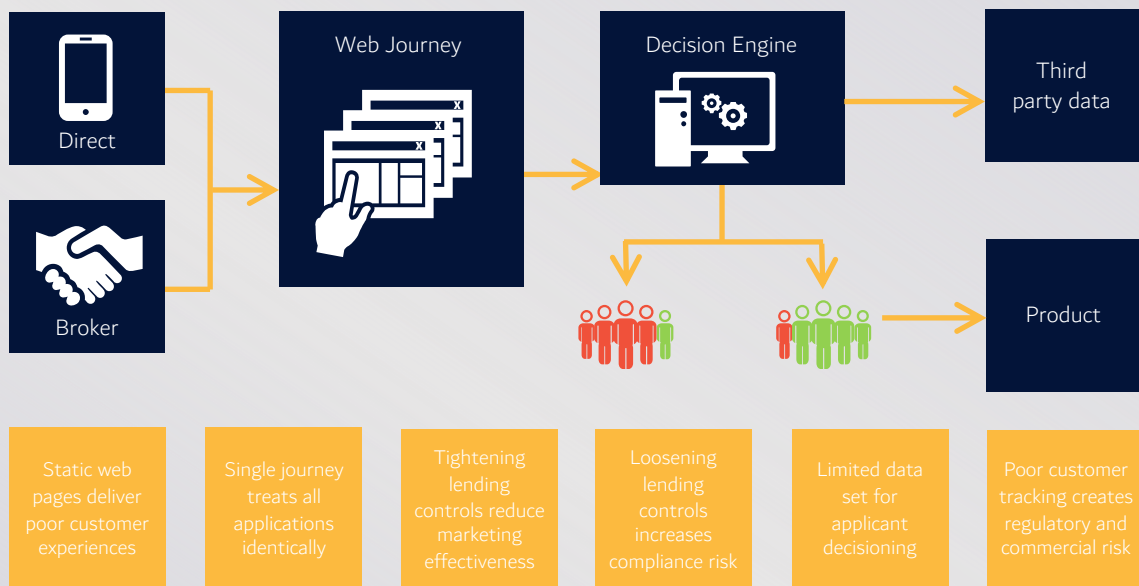
Satisfying regulatory expectations has a direct impact on commercial objectivity with profound impacts

The founders of PrinSIX share a common enthusiasm for the potential of digital technology to solve the challenges of consumer lending in a way that respects the FCA mandate to 'Treat Customers Fairly' ('Principle 6'); to deliver GOOD CUSTOMER OUTCOMES and ADD CUSTOMERS, with LESS RISK.



## Today's Onboarding Solutions are Inadequate

A compromise between compliance and commercial objectives means neither is optimised.



# Innovation

To blend onboarding and decisioning technology with industry understanding to achieve game-changing results

Your business depends on its ability to onboard customers.

Our innovation? To achieve the optimal balance in lending by shaping technology, process and data to work in harmony.

PrinSIX ensures that every applicant experiences the very best standard of customer experience, while effortlessly applying for finance.

## The Commercial and Regulatory Tension

	REDUCING REGULATORY RISK	INCREASING PROFITABILITY
Need	Deep Applicant Understanding	Simple Customer Application Journey
Consequences	Extended Application Journeys Decline Marginal Cases	Shortened Application Journeys Accept Marginal Cases
Outcome	Clear Regulatory Evidence	Maximised Applicant Conversion



A close-up photograph of a person's hands holding a black smartphone. The person is wearing a white button-down shirt. The background is dark and out of focus.

## Our Value

### Advanced customer journeys delivered through digital and analytical innovations

Every digital journey is as short as it can be, to optimise conversion, but as long as it needs to be to mitigate regulatory risk.

The speed of learning and agility of testing supports the marginal gains business philosophy, where continual improvement, however small, all adds up to a step-change in performance.

However good the digital journey, sometimes agents need to get involved. Hybrid journeys create efficient, targeted offline elements to your journey

Our 24x7 digital onboarding platforms extends your commercial opportunity while balancing risks. It:

- ask** what needs to be asked
- avoid** any irrelevant or unnecessary steps
- investigate** through UX or external data
- watch** for actionable behavioural insights
- predict** regulatory and financial outcomes
- Configure** without IT development

# Drivers for Change



## We deliver journeys that are:



### Agile

Journeys that can be changed and deployed in minutes (subject to change control governance, of course).



### Testable

Supporting a culture of 'marginal gains'...continuous optimisation that delivers small improvements which add up to step-changed performance.



### Configured

Not Coded. Empowering business owners to definition, maintain, test and improve journeys through a simple visual editor without the need for IT resources.



### Open

One time integration to third party API's external data sources and applications that are immediately available at any point.



### Delegated

Send defined actions or approvals to anyone, inside or outside the organisation, in real time.



### Dynamic

Build and personalised in real time, controlled by analytics.



### Smart

Deploy advanced analytics to measure risk and predict the future.



### Cross Platform

Web, mobile, contact centre, point of sale.



### Tracked

Tracking delivers real time behavioural data for advanced decisioning and granular optimisation insights.



### Audited

Every action and decision is tracked and recorded, allowing internal and external audit of each journey.



### Personal

Advanced matching enforces a single customer or applicant view.

# Success Factors

Another title and some text here...

Five building blocks to successful lending...

1

## Dynamic Journeys

Flexible, highly targeted, journeys that continually improve.



2

## Behavioural Insights

Valuable new insights to support better decisions for financial services firms.



3

## Journey Optimisation

Maximises the number of applicants who become borrowers.



4

## Journey Controls

Compliance controls deliver risk appetite, commercial controls deliver profitability.



5

## Code Free and Open

Journey elements are configured, not coded. A universal API layer allows connections to any third party service.



# The Platform

## We help our clients to see applicants, not applications

The PrinSIX platform transforms digital customer journeys in regulated and risk environments.

The platform combines digital and analytical technologies to allow the creation of hyper-personalised customer journeys without the need for IT development or maintenance.

PrinSIX is a fully flexible solution to orchestrate UX, communications, internal and third-party data sources, and third-party applications to optimise business's commercial and risk objectives.

The platform's power is fully realised where organisations are dealing with a diverse customer population which cannot be treated as a single cohort.

Populations can be separated into as many cohorts as the business requires.

Typical individual cohorts may be defined by regulation, geography, product design, customer demographic or customer circumstances.

In fact, any dimension where separating cohorts and treating each differently adds commercial value or reduces commercial risk.

### Display

What **device** is the borrower using and how do I optimise to deliver the best experience?

### Communicate

What **messages** need to be sent, when, and how do I phrase my questions to maximise results?



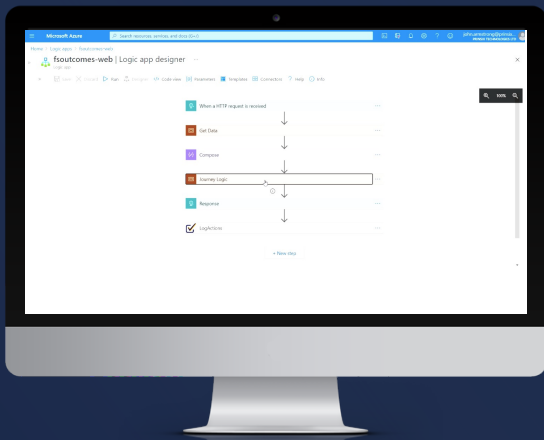
### Decide

What **other things** does my decisioning engine need to know? What risks should I consider?

### Optimise

Do I need to **ask for help**? Who else needs to know about the status of my lender application?

It's everything you can do on a desktop, on a mobile to keep onboarding personal, and simple

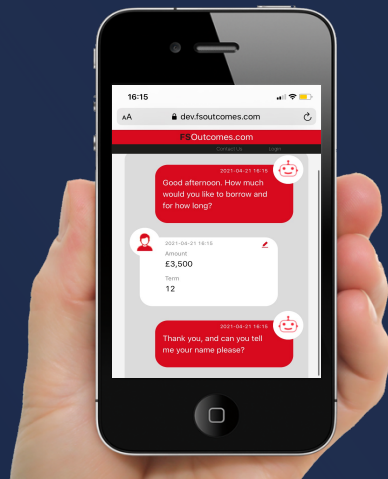


Stand-out features include:

- Rapid platform deployment and configuration
- The ability to design personalised digital onboarding journeys without requiring coding or highly expert IT competencies
- Test and tune to apply learning lessons to tailor journeys to smaller cohorts / customer groupings
- Rich data integration with third-party platforms and open banking
- End-to-end lending solutions engineered in cooperation with partners

Our mobile solution is ...

- Fast and responsive screens
- Designed for convenience with every step in journeys easily personalised
- Exploiting the latest mobile User Experience
- Simplifies digital onboarding for applicants and minimizes unnecessary questions by intuitively learning from previous answers
- Supports all major browsers and form factors





# Managing Change



**Making any core system change is a big undertaking, requiring significant planning, governance, and control to mitigate the inherent technical, commercial and regulatory risks.**

The PrinSIX client onboarding approach is designed to manage this risk and deliver change in an agile way. Our digital platform simplifies new client onboarding through the principle of iterative change. Today, technical change programs involve detailed definition of all future requirements, because change happens through a period of intensive technical development. “get your changes in while you can” drives up costs, effort and timescales.



## Review

A high-level view of clients' current onboarding processes and capabilities achieved through a series of discussions. Highlights potential opportunities to improve existing processes to deliver customer and lender outcome improvement and commercial and regulatory de-risking.

### Areas to be understood:

- Company Goals
- Offer & Products
- Marketing
- Compliance
- Operations
- Commercial Risk / Fraud
- Technical



## Design

To define and plan deployment of the PrinSIX service-led platform achieved through Journey Definition Workshops with stakeholders to establish in detail the current journey definition.

### Work streams:

- Marketing
- Compliance
- Commercial Risk
- Operations
- Technical

Change of the current journeys within the initial release is limited to critical commercial or regulatory risk requiring immediate mitigation. Further benefits are delivered through ongoing, accelerated iteration from current journeys.



## Deliver

To implement the PrinSIX personalised customer journey platform

Implementation support provided by our technical and commercial onboarding teams.



## Refine

Once live the PrinSIX platform begins generating user data. Growing granular insights allows continual journey development to begin.

### Marketing

- Journey conversion optimisation
- Channel optimisation
- KPI development – Business ROI

### Compliance

- Oversight and audit
- Customer Outcomes

### Commercial Risk & Fraud

- Policy rules refinement
- Risk scorecard refinement
- Behavioural decisioning
- Predictive commercial performance
- Underwriting activity refinement

### Operations

- Process optimisation
- QA & performance monitoring



# About Us

PrinSIX is a services-led digital platform for orchestrating unique customer onboarding journeys, one decision stage at a time.

Our business is very simple: we transform financial onboarding, specifically, the piece between 'Apply Now' and 'You have been approved', so that lenders and other risk businesses can safely meet regulatory obligations while maximising profitability.

We:

- Orchestrate dynamic conversations that adapt to every applicant as more is learnt, - configured, not coded - resulting in greater lending at lower risks
- Personalise customer journeys, minimising abandonment by delivering an improved customer experience
- Equip organisations to act on new insights, captured by tracking applicant behaviours real time to hone onboarding processes over time

Our **service-led platform** adapts to responses as applications progress.

**Dynamic conversations** adapt to every applicant as more is discovered.

**Watching applicant behaviour** creates a totally new dataset for decisioning.

**Journeys are configured, not coded**, supporting a highly accelerated method of testing and refining journeys to optimise commercial, regulatory and customer outcomes.



PrinSIX Technologies Ltd  
4 Wharfe Mews  
Cliffe Terrace, Wetherby  
West Yorkshire  
LS22 6LX  
info@prinsix.com