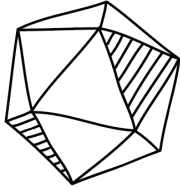


# Essential features that transform customer journeys

Brought to you by:



**Welcom**Digital



Welcom Digital's Financier™ and PrinSIX will transform your digital journeys to maximise commercial and customer outcomes.

## Welcom Digital's class leading Loan Management system now comes integrated with PrinSIX™

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

The power of the platform 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.

- ✓ Optimise digital onboarding
- ✓ Simplify journeys, transform understanding and accelerate improvement
- ✓ Achieve the optimal balance between Acquisition Cost and Lending Risk

# Financier™

An API first fully digital automated platform

Our Loan management system automates the entire loan lifecycle. It provides a comprehensive web based platform for consumer and commercial credit issuers providing financial products including unsecured, secured and line of credit in a single, scalable solution. With automated decisioning, appropriate products can be offered based on affordability and vulnerability.

Combining Welcom Digitals Loan Management with PrinSIX brings a new standard in the ability of lenders to balance commercial loan opportunity with compliance risk; always delivering the best outcomes for customers and your business.

Key features:

- API First
- Impressive integration feature
- Impactful commercial benefit
- Great Business Case

Learn more about PrinSIX™ personalised customer journeys below:

## PrinSIX™ delivers digital journeys that are:



### Agile

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



### Dynamic

Build and personalised in real time, controlled by analytics.



### Testable

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



### Smart

Deploy advanced analytics to measure risk and predict the future.



### Configured

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



### Cross Platform

Web, mobile, contact centre, point of sale.



### Open

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



### 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.



### Delegated

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



### Personal

Advanced matching enforces a single customer or applicant view.

We curate optimised and personalised lending journeys, seeing every customer as an applicant, not an application

Capture  
Learn  
Apply

Book your demo at [www.welcom.co.uk/prinsix](http://www.welcom.co.uk/prinsix)

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