

# Next-Gen Digital Retail Lending



# > Webinar Speakers



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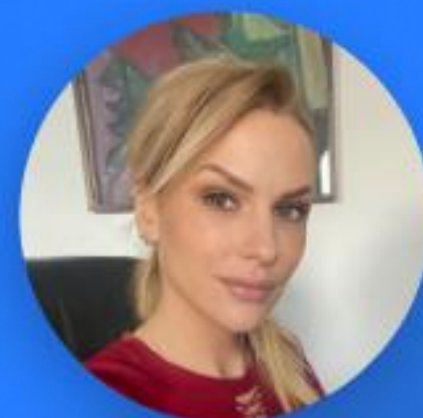
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Vice President of  
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## What are the digital priorities in retail lending and what's driving these priorities?

Personalization of the digital journeys' experience to increase conversion rates

Personalization of lending products to improve marketing and sales results

Automation of digital customer journeys to decrease operating costs and reduce time-to-yes and time-to-cash

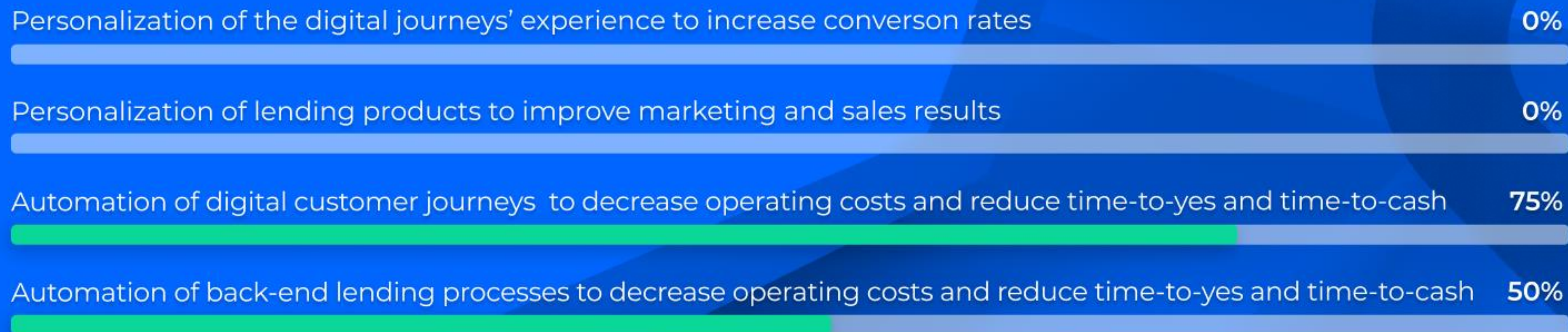
Automation of back-end lending processes to decrease operating costs and reduce time-to-yes and time-to-cash

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## What are the digital priorities in retail lending and what's driving these priorities?





# What is the main step that retail lenders should take today to build up a more personalized picture of borrowers situation and needs?

Utilize smarphone data and proprietary and/ or third-party data sets

Connect to the borrower's digital ecosystem (e.g.: social media accounts)

Develop centralized data repositories to bring together all available data in one place

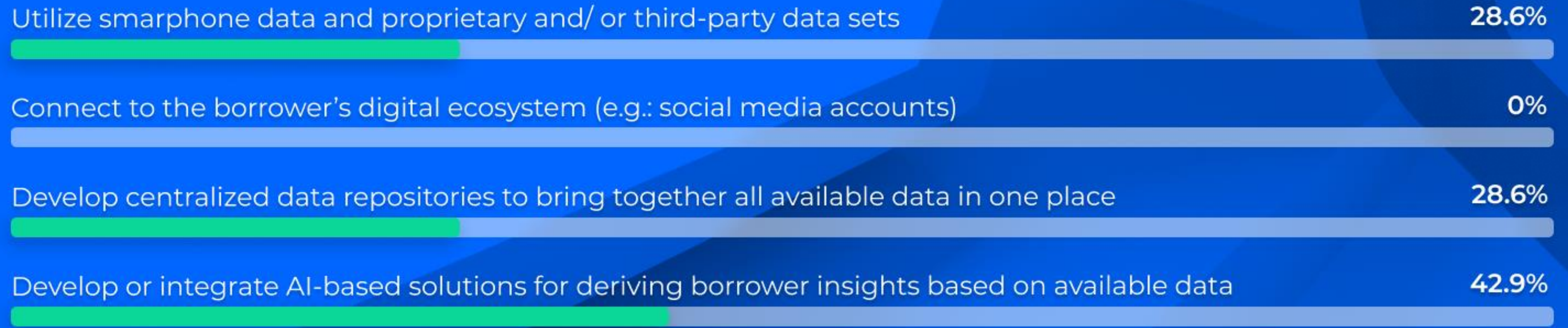
Develop or integrate AI-based solutions for deriving borrower insights based on available data

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# What is the main step that retail lenders should take today to build up a more personalized picture of borrowers situation and needs?





# Thank you!

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