# Appian

# CONSUMER LENDING: AUTOMOTIVE FINANCE

## IMPLEMENT APPIAN, THE DIGITAL TRANSFORMATION PLATFORM™, TO INCREASE PROFITABLE LOAN VOLUMES AND MANAGE COMPLIANCE REQUIREMENTS

> Efficiently manage dealer chargebacks with an agile, integrated low-code platform

> Manage regulations holistically with a unified platform powered by digital technology

> Optimize information speed & accuracy to capture more deals profitably

> Implement a digital overlay to complement legacy systems and increase efficiency

### VEHICLE FINANCE: ONE-SIZE, FITS-NONE

The automotive industry is on the cusp of major disruption, driven by innovative players, driverless cars, and unprecedented expectations from millennials. The fight for market share and sluggish demand have driven incentives to the maximum, putting downward pressure on top-line growth and profits.

While the issues facing the automotive industry remain complex, finance companies that adopt a flexible yet disciplined technology approach to managing the loan life-cycle process can grow volumes and drive profitable market share.

### LEGACY TECH MODEL WON'T CUT IT

Auto lenders assess credit risk based on proof of income, credit history, driving records, and vehicle specifics; but legacy systems—while indispensable—remain rigid and can only provide limited information.

Appian, The Digital Transformation Platform™ unifies data, people, and processes on any device to enable financing companies to proactively manage the lifecycle of vehicle loans. Furthermore, the platform enables integration with multiple data sources tapping into the full range of compliance reports—Fair Credit Reporting Act, Regulation M & Z, and Disposal Rule.

### MAXIMIZE PROFITABLE LOAN VOLUME

Appian enables data integration across business units, eliminating silos and delivering full visibility across all data sources. Consequently, dealers can manage chargebacks through effective tracking and investigating capabilities. Appian enables real-time monitoring of upcoming chargebacks for loans ending prematurely and financing products with potential cancellations. Appian has the power to provide accurate customer views across multiple data sources and in real-time.

### CAPTURE SERVICE AND UPGRADE OPPORTUNITIES

Appian Records provide a unified view of prospective customers, including credit ratings and demographic data—such as income and lifestyle—enabling compatible matching of vehicles. To illustrate, a customer may have finalized on a sedan, but may well qualify for luxury options or a vehicle with towing capabilities; with Appian, financing companies can evaluate these potential upgrades and cross-sell opportunities and thus capture new revenue stream.

### ACCELERATE REPORTING WITH DIGITAL TOOLS

Appian enables personalized communication, so dealers can tap into unique emerging opportunities for collaboration throughout the ownership lifecycle. As a result, dealers can develop loyalty incentives and reward programs, and deliver service and repairs at customers' convenience.

### LAUNCH CUSTOMER-CENTRIC APPS AT LIGHT SPEED

Customers demand and expect a seamless experience—so dealers and financing companies must strive for an agile culture and deliver an engaged customer experience. Finance managers must deploy personalized tactics including one-on-one communications to uncover unique motivations, needs, and buying factors across customers and potential vehicles.

### IMPROVE PRODUCTIVITY AND EFFICIENCY

Appian supports integration with multiple data sources, enables access to process optimization tools, and provides a full audit history of risk processes across multiple businesses and regions, all on one platform.

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## CASE STUDY

### Business Challenge

A large regional bank with $80 billion in assets realized that its internal systems in the National Finance Group were outdated, leading to inefficient processes and significant waste of resources. In-depth investigation revealed that the bank was crippled with legacy IT systems leading to high support costs and sluggish responsiveness. Finally, mobile capability was sorely missing for all practical purposes.

### The Solution: Appian

With Appian, The Digital Transformation Platform™, nine legacy systems were replaced in less than 18 months within the National Finance Group (NFG), starting with revamping Dealer Chargeback. By implementing apps

covering Customer Care, Customer Due Diligence, and Program Validation, NFG eliminated 80 critical manual tasks. Consequently, the business unit significantly reduced compliance overhead and speedily fulfilled all audit requirements—and with reduced training requirements.

Simultaneously, the NFG eliminated 14,000+ hours annually and realized 45%+ efficiency due to cross business integration, increased responsiveness, and speedy incident resolution. The leadership team can now access all pertinent information on the web and mobile devices in a user friendly and easy to follow dashboard format, all in real time.

### FOCUS

Focus your efforts to meet all compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process

- Create comprehensive views across events, departments, products, and regions

- Conduct ongoing screening with reasonable review and escalation of exception cases

### TAKE CONTROL

Take control of performance with Appian, a powerful yet easy to use platform for managing complex business processes.

Quickly build and deploy enterprise apps for:

- Customer acquisition
- Compliance
- Customer on-boarding
- Product management
- Business operations
- IT and Fintech

### PREPARE FOR THE FUTURE

- Pressure is mounting to deliver innovation in the lending solutions business. Alleviate the pressure with Appian. Streamline operations, reduce costs, facilitate collaboration, and navigate change.

- Unify relevant information and systems to get work done with Appian. Achieve significant efficiency in work execution while leveraging your legacy IT investments.

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**Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.**

**For more information, visit** www.appian.com