

# Enhancing Efficiency and Experience: FLA's Journey to Integrated Systems and a Modern Online Presence

## The MemberWise Webcast

Presented by  
Naseem Hanif, FLA  
Farshad Vahdat, oomi



Finance & Leasing Association



# contents

- Integrate web content management and CRM systems with a single-supplier approach
- Reduce manual tasks, such as management of event and membership registrations
- Review and refine key member and user journeys
- Modernise and rejuvenate the web design and branding
- Significantly enhance the member's experience
- Outline how FLA staff are now more self-sufficient with their website content



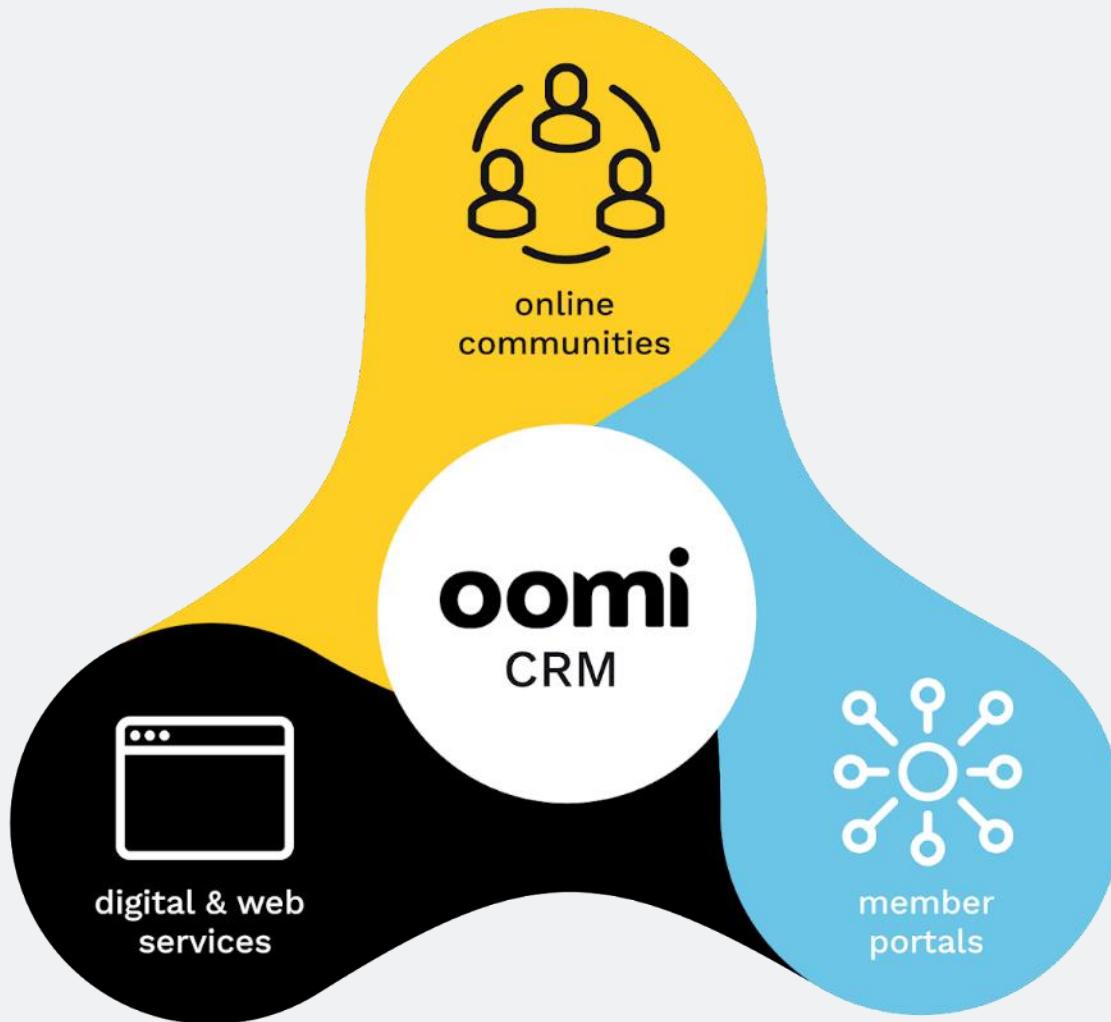
# Who are the FLA?

## **Finance & Leasing Association**

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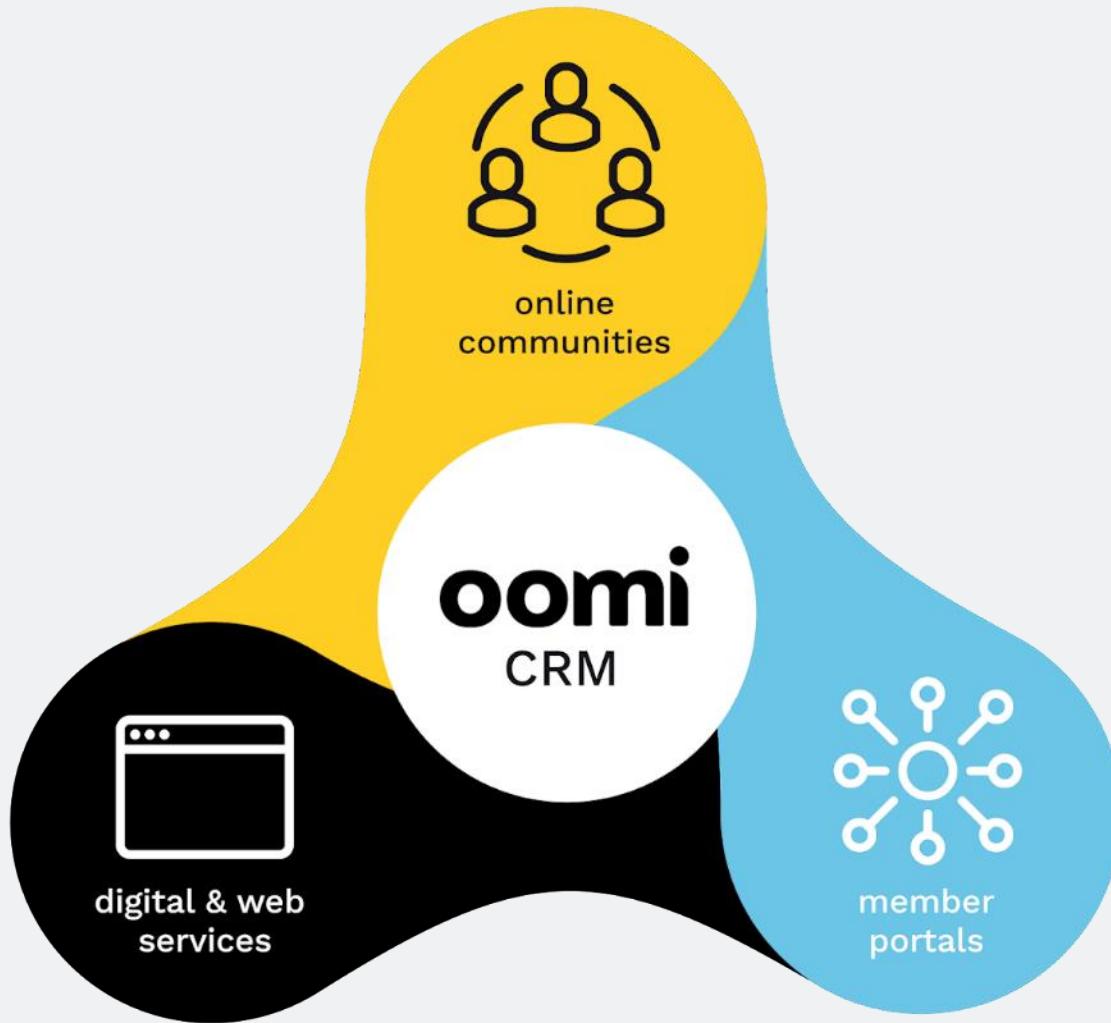
- UK's leading trade body for the asset, consumer, and motor finance sectors
- We promote best practice to our members
- Professional development for professionals to keep with industry standards
- 38 staff. Grew from 28 in 2 years





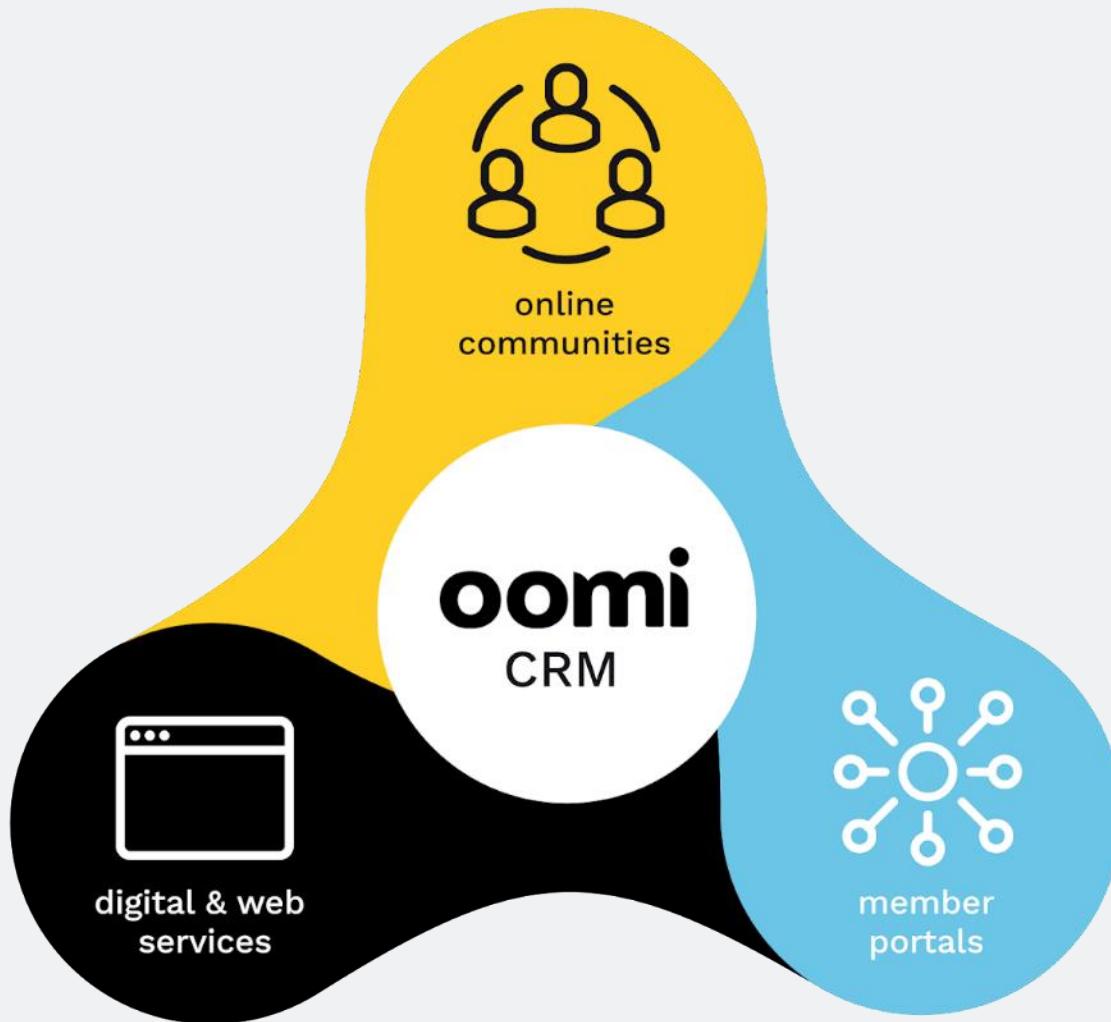
## oomi as single-supplier for the FLA

- **One point of call.** Always know where to go when a problem arises. Removes the initial investigation. Quicker solutions.



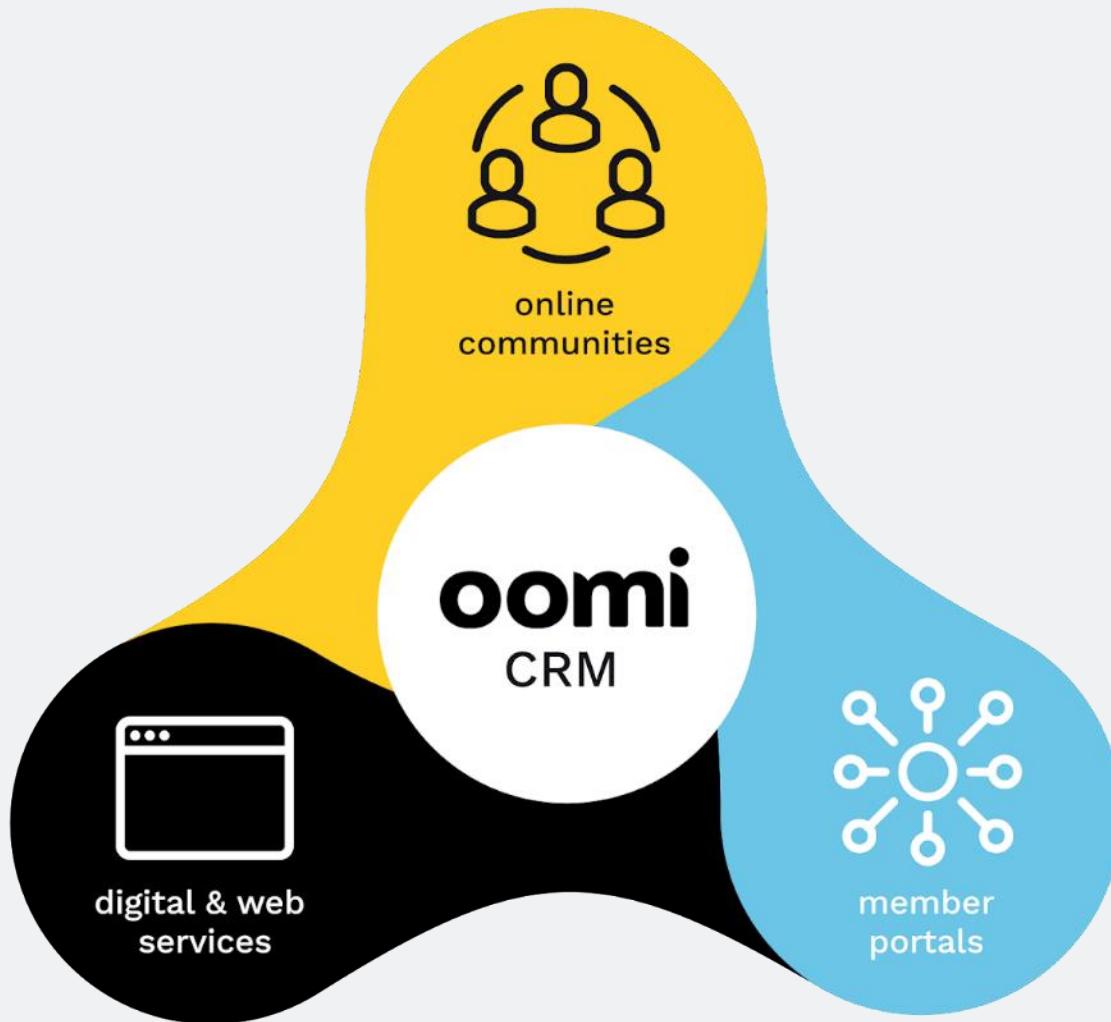
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- **Real time data confidence**



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- One supplier means integration, updates and **troubleshooting becomes clearer.**



## oomi as single-supplier for the FLA

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- **Real time data confidence**
- One supplier means integration, updates and **troubleshooting becomes clearer.**
- **Cost efficiency** with the potential savings on licences and integration.



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### **Capable and functionality-rich self-service portal**

allows tracking of bookings via PA's/colleagues while recording all data and automating price variations



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Allowing employees to automatically join their organisational membership seamless and have access to all pertinent data and benefits



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### **Seamless automation**

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### **Easier to manage**

Using one supplier feels easier to track the journey and investigate issues. If we want to try new processes it feels more comfortable knowing we won't' have to in effect start from scratch with two suppliers

03

review and refine  
key member and  
user journeys



# improving user journeys

## discovery & scoping

- learning from the FLA where the known friction points are
- understanding user behaviour via Analytics
- expert analysis from oomi

## strategy and execution

- prioritisation of critical user journeys
- aligning the issues with a new website information architecture
- new visuals to enhance the journey

## metrics and refinement

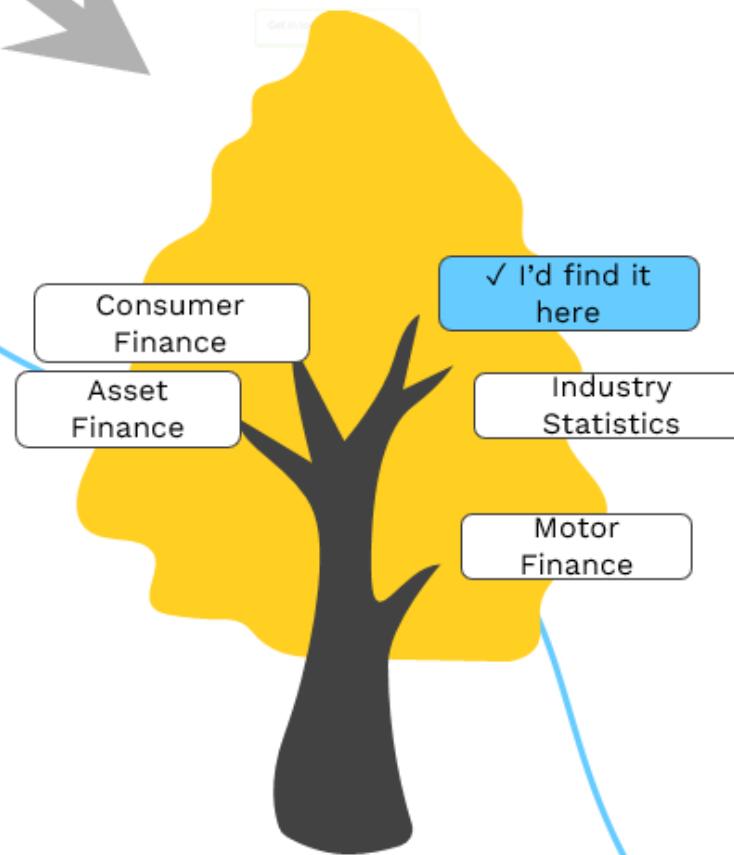
- setting expectations and KPIs to measure success
- making manageable adjustments throughout the cycle of the project
- ensuring priorities remain as constant



## discovery & scoping

- Prospects needed more guidance on types of memberships, and which is most applicable
- Membership join process was offline with little tracking data
- Membership 'logged in' experience was underwhelming
- Event booking was disjointed and not fully integrated
- Google searching was primarily used as a tool for searching the FLA website

ut FLA	Finance	Membership	Resources Hub	Events & Training
oard	Asset Finance	Member Benefits	Agenda - FLA Magazine	Events & Training Courses
aff	Consumer Finance	Join the FLA	Publications	In-House Training
al Review	Motor Finance	Members Directory	Industry Statistics	Sponsorship
SG Awards			News	
en in Finance Charter			Blogs	
iversity & Inclusion			Podcasts	
			Get in touch	



# strategy and execution

- Membership **join** and Event **booking** would be deemed highest priority / critical paths
- **Card sorting** exercise would be required to help improve website navigation and the information architecture
- **New designs** would need to help enhance the digital experience to prospects and members, making the solution feel new and capable



# metrics and refinement

- Increase in web prospects / showing interest in joining
- Events, and in particular the event delegation and management of attendees for each event
- Increase of user engagement, to validate digital enhancements
- FLA UAT scripts to really focus on Membership join and Event bookings

04

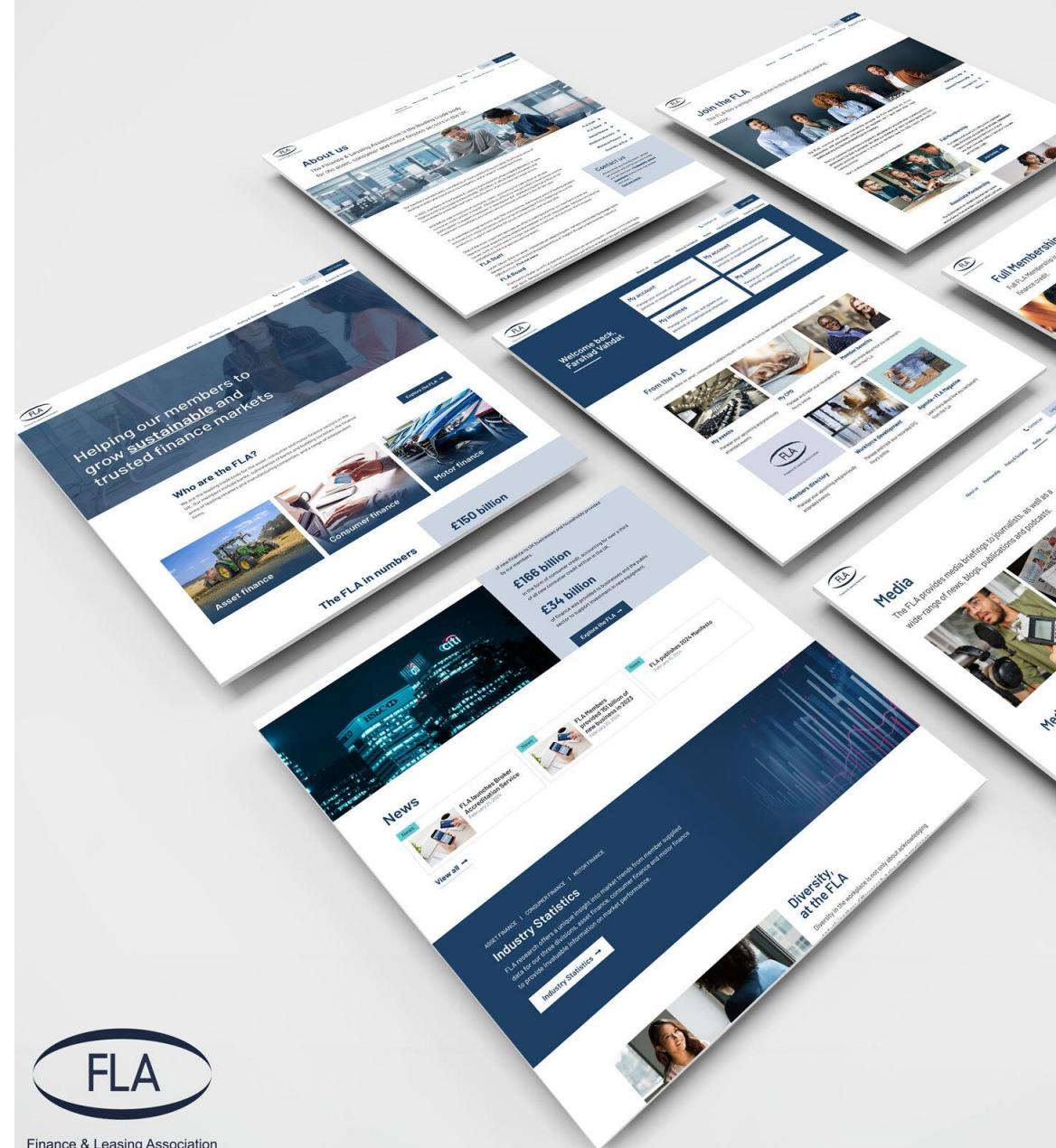
modernise and  
rejuvenate the  
web design and  
branding



design goals

# what we wanted to achieve

- ✓ **new and appealing design** to really make FLA feel proud of their digital real estate
- ✓ **improve engagement** with divisions and content searchability
- ✓ **refresh the FLA brand** – introduce more diversity from the branding styleguide



Finance & Leasing Association

## Logos - Essential Elements

The FLA's **standard logo** is a navy oval surrounding navy FLA, on a cream background. This default version is to be used on all occasions, unless the format requires one of the variants below.

The Standard logo



The monochrome logo



Inverted



## Typography

### Primary typeface

The font used in the FLA's logo is Nanami Light - distinctive, modern and legible. This font will also help with accessibility.

### Secondary typeface

All secondary text is Arial, and templates will be set at 12pt

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@£&?()%:;

#### Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@£&?()%:;

#### Primary Colours - Uncoated paper

Colours reproduced on uncoated paper, will vary from the original. Therefore the colour tones below should be used in place of the coated paper options.

FLA Navy	80	Pantone® 540u
Print	60	
	40	c94 m47 y11 k45
	20	

FLA Cream	80	Pantone® Warm Gray 1u
Print	60	
	40	c2 m3 y7 k8
	20	

FLA Burgundy	80	FLA Rose	80	FLA Teal	80	FLA Green	80
Print	60	Print	60	Print	60	Print	60
	40		40		40		40
	20		20		20		20

Pantone® 7644u Pantone® 4985u Pantone® 2237u Pantone® 7721u

Print c50 m74 y34 k29 Print c39 m60 y46 k5 Print c86 m31 y47 k0 Print c96 m0 y48 k50



Finance & Leasing Association



Finance & Leasing Association



Finance & Leasing Association

## Heading one - 72px

### Heading two - 50px

#### Heading three - 40px

#### Heading four - 30px

#### Lead intro text

The Finance & Leasing Association is the leading trade body for the asset, consumer and motor finance sectors in the UK - 40px

#### Main paragraph text - 20px (below)

Our members include banks, subsidiaries of banks and building societies, the finance arms of leading retailers and manufacturing companies, and a range of independent firms.

In 2022, members of the Finance & Leasing Association (FLA) provided £150 billion of new finance to UK businesses and households, £51 billion of which helped consumers and businesses buy new and used cars, including 84% of private new car registrations.

£116 billion was in the form of consumer credit, accounting for over a third of all new consumer credit written in the UK. £34 billion of finance was provided to businesses and the public sector to support investment in new equipment, representing almost a third of UK investment in machinery, equipment and purchased software in the UK last year.

## Colour selection



HEX - #1E41B4



HEX - #CBD5E1



HEX - #3AA2AB



HEX - #F97316



**How to Join the FLA**

[Find out more](#) [Become a member](#)


**Member Information**

- [Asset Finance](#)
- [Consumer Finance](#)
- [Motor Finance](#)
- [Research and Statistics](#)
- [Government Affairs](#)
- [Brexit](#)
- [Coronavirus \(Covid-19\) - Updates](#)

**News & Public Information**

- [Latest News](#)
- [Agenda - FLA Magazine](#)
- [Director General's Blog](#)
- [Coronavirus - information for consumers](#)
- [Business Finance](#)
- [Consumer Finance Options](#)
- [Key Industry Statistics](#)
- [Contact Us](#)

**AGENDA**

September 2024

- [Embracing Neurodiversity in the Workplace](#)
- [Responsible Carbon Leadership](#)
- [The Carbon Literacy Project](#)
- [How investing the right way can help us to grow more sustainable](#)
- [Out of the Office](#)
- [Meet the Boss](#)
- [Charity Stand Out](#)
- [Parties Conferences](#)

**September 2024**

**Events, Training & News**

Upcoming Event  
2024 Annual Regulation Conference



Upcoming Event  
2024 Annual Motor Finance Convention



Follow us on Twitter



Upcoming Event  
Festive Networking



Upcoming Event  
FLA Annual Dinner



Upcoming Event  
Evening Drinks Reception at Jaguar Land Rover Classic

18  
NOV 24



**FLA**  
Finance & Leasing Association

About Us Membership Policy & Guidance Media Industry Statistics Events & Training

Helping our members to grow **sustainable** and trusted finance markets

**Who are the FLA?**

We are the leading trade body for the asset, consumer and motor finance sectors in the UK. Our members include banks, subsidiaries of banks and building societies, the finance arms of leading retailers and manufacturing companies, and a range of independent firms.

[Explore the FLA →](#)



Asset Finance



Consumer Finance



Motor Finance

**Diversity at the FLA**

Diversity in the workplace is about acknowledging and valuing differences and about creating an inclusive and equitable environment where all employees can thrive. The FLA is a committed member of the Women in Finance initiative.

[Diversity at the FLA →](#)

**Government Affairs**

The FLA engages widely with parliamentarians, regulators and stakeholders in the UK and abroad on legislative issues impacting finance companies and their customers. Links to key FLA submissions can be found here.

[Government Affairs →](#)

**The FLA in numbers**

**£150 billion**

of new finance to UK businesses and households provided by our members.

**£116 billion**

in the form of consumer credit, accounting for over a third of all new consumer credit written in the UK.

**£34 billion**

of finance was provided to businesses and the public sector to support investment in new equipment.

[About the FLA →](#)

**News**

FLA Members provided £76 billion of new business in H1 2023

Yesterday

**FLA blog**

Views from Brussels - June 2023

3 days ago

**News**

Consumer car finance new business volumes fell by 2% in June 2023

A week ago

[View all →](#)

ASSET FINANCE | CONSUMER FINANCE | MOTOR FINANCE

**Industry Statistics**

FLA research offers a unique insight into market trends from member supplied data for our three divisions, asset finance, consumer finance and motor finance to provide invaluable information on market performance.

[Industry Statistics →](#)

**FLA**  
Finance & Leasing Association

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Terms and conditions

Equality, Diversity and Inclusion (EDI) Hub

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Events and Training

FLA Team

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Membership

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## About us

[About us](#)



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FLA members comprise banks and their subsidiaries, the finance arms of leading retailers and manufacturing companies, and a range of independent firms, helping to boost UK production, support demand for UK goods and services, and secure jobs.

One of the most important services we offer is making sure that our members' views are heard by those shaping the business environment in which they operate. We lobby on industry issues, both at home and abroad, and are a member of [Eurofinas](#), the European umbrella body for the sectors we represent.

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## Become a member

What are the benefits of becoming a member?

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Member Benefits  
Annual Review  
FLA Staff  
FAQs  
Members directory  
Women in Finance Charter  
Values and Purpose of the FLA

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Events  
In-House Training



## About Us

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### FLA Staff

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. [Find out more](#)

### FLA Board

The board is made up of FLA members, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. [Find out more](#)

### Annual Review

The FLA publishes an Annual Review to set out its key achievements across the three divisions. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. [Find out more](#)



### Member Directory

The FLA Member Directory is a definitive listing of the association's members from the Asset Finance, Consumer Finance and Motor Finance sectors.

[Member Directory](#) →



### Women in Finance

Women in finance continue to face various challenges and disparities but we at the FLA believe in advocating for gender equality and promoting diversity and inclusion in the finance sector.

[Women in Finance](#) →



### Diversity at the FLA

Diversity in the workplace is not only about acknowledging and valuing these differences, but also about creating an inclusive and equal environment where all employees can thrive.

[Diversity at the FLA](#) →

[FLA Staff](#) →  
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[Women in Finance](#) →  
[Diversity, at the FLA](#) →



## Media Hub

The FLA provides media briefings to journalists, as well as a wide-range of news, blogs, publications and podcasts.



## Media

We provide media briefings to both consumer and business journalists on the regulatory and legislative issues affecting our members and their customers, and we also produce monthly data sets on the performance of our markets.

During office hours, journalists can reach us on 020 7420 9666, or email the [press office](#). Out of hours, the number is 07818 789 892.

## Publications



### Agenda Magazine

October 2023

The latest edition of Agenda, the FLA's magazine, is now live. Osborne Clarke review FCA guidance, John Phillip explores new business models and Richard Gossage and Graham Wheeler feature in 'Meet the Best'. Grant Thornton volunteer at St Mungo's, and our 'Out of the Office' includes a cult film buff.

[View all issues](#) →

If you are a member of the public with a query, call the FLA's helpline on 020 7856 651.



FLA Finance & Leasing Association  
Helping our members to grow sustainable and trusted finance markets for consumers and businesses.

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- Motor Finance
- Codes
- Industry Statistics
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- Diversity and Inclusion
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## My FLA

Farshad Vahdat  
Full Member  
FLA-Main

Update profile  
Booked events  
Update password

Log out

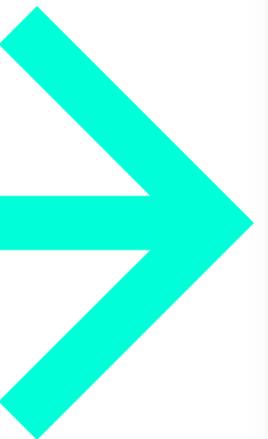
Share  Print  Email 

Events  
There are no events to show at the moment

News  
There is no news to show at the moment

Documents  
There are no documents to show at the moment

Become a member  
What are the benefits of becoming an FLA Member?  
Become a member



FLA Finance & Leasing Association

## Log in to your account

Email  Enter email

Password  

**Log in**

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FLA Finance & Leasing Association

## Welcome back, Mr John Spider

To view your full membership details please go to the [My account](#).

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Update your details, change your password and review your active subscriptions.

**My Committees**  
Find out your registered committees, and available committees for joining.

**My Events & Training**  
Find out your upcoming events, past events and browse upcoming events.

**Member Directory**  
Search, explore and connect with over 150 FLA members.



## More from the FLA



### About the FLA

Learn more about the Finance & Leasing Association, what we represent, who we are, our reports, and much more.

### Contact FLA

Get in touch with us today for help, general queries, or questions about your membership.

**Policy and Guidance**  
The FLA represents member views to stakeholders, including Parliamentarians, policy-makers and regulators.

FLA Finance & Leasing Association  
Helping our members to grow sustainable and trusted finance markets for consumers and businesses.

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## Booked events

My FLA / Event bookings

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You are not currently booked on to any upcoming events

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FLA Finance & Leasing Association

## My Events

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**Upcoming events**

These are your upcoming registered events at the moment.

[Browse upcoming meetings](#)

**Past events**

[Equity, Diversity & Inclusion](#) [Distance Selling of Consumer Credit](#)

Event	Date	Location	Status
Equity, Diversity & Inclusion	1 Nov 2024 - 1 Nov 2024	9 Oct 2024 - 9 Oct 2024	Attended
Distance Selling of Consumer Credit	09:30 - 16:30	10:00 - 12:00	Attended

**your account?**

For more information with your account, please see our [help form](#) to get in touch with us.

**Registered Office**  
3rd Floor  
11 Ironmonger Lane  
London  
EC2V 8EY

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Members' Directory  
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Events and Training

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A company limited by guarantee No: 02851248 Registered in England and Wales - VAT Registration Number: 577 3592 94  
Website built by [oomi](#)

**29.6%** 

increase in web users

**17.7%** 

decrease in bounce  
rate

**127.5%** 

increase in user  
engagement

more significant increases  
in...

 in web registrations

 delegates being added onto  
event bookings

 web enquires coming into  
the mailbox

05

how FLA staff are  
now more self-  
sufficient with the  
CMS





- ✓ Easy to use, and user friendly CMS
- ✓ Built with modern and capable tools in place
- ✓ Onboarding staff has been easier
- ✓ FLA now feel empowered to regularly update content



- ✓ More confidence to be creative
- ✓ We trust the new journeys are helping our members
- ✓ Less concerns about duplicated data – our tools now run seamlessly

# project challenges and how we overcame them

- ! ensuring FLA had staff dedicated to oomi and the project
- ✓ FLA put together a web team and internal SLT meetings to discuss website progress and manage key decisions
- ! data from a 10 year old system was all over the place and difficult to migrate
- ✓ content audit was performed before the project discovery phase, and oomi's content migration team designed and mapped the data
- ! FLA had already live systems in place, oomi required to build on top of
- ✓ planning, project governance, internal co-ordination, and over communication within to ensure deadlines were met



# closing

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- Special thank you to Naseem!
- oomi at Memberwise Solutions day on 3rd April
- oomi presenting with WSTA about digital transformation at Memberwise Digital Excellence in 15th May at Novotel London West (Hammersmith)
- Other webinars and resources on the oomi website, including Intro to oomi webinar on Tue 8th April





thank you