



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

The MemberWise Webcast

Presented by
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Farshad Vahdat, oomi



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



Finance & Leasing Association



Who are the FLA?

Finance & Leasing Association

- 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

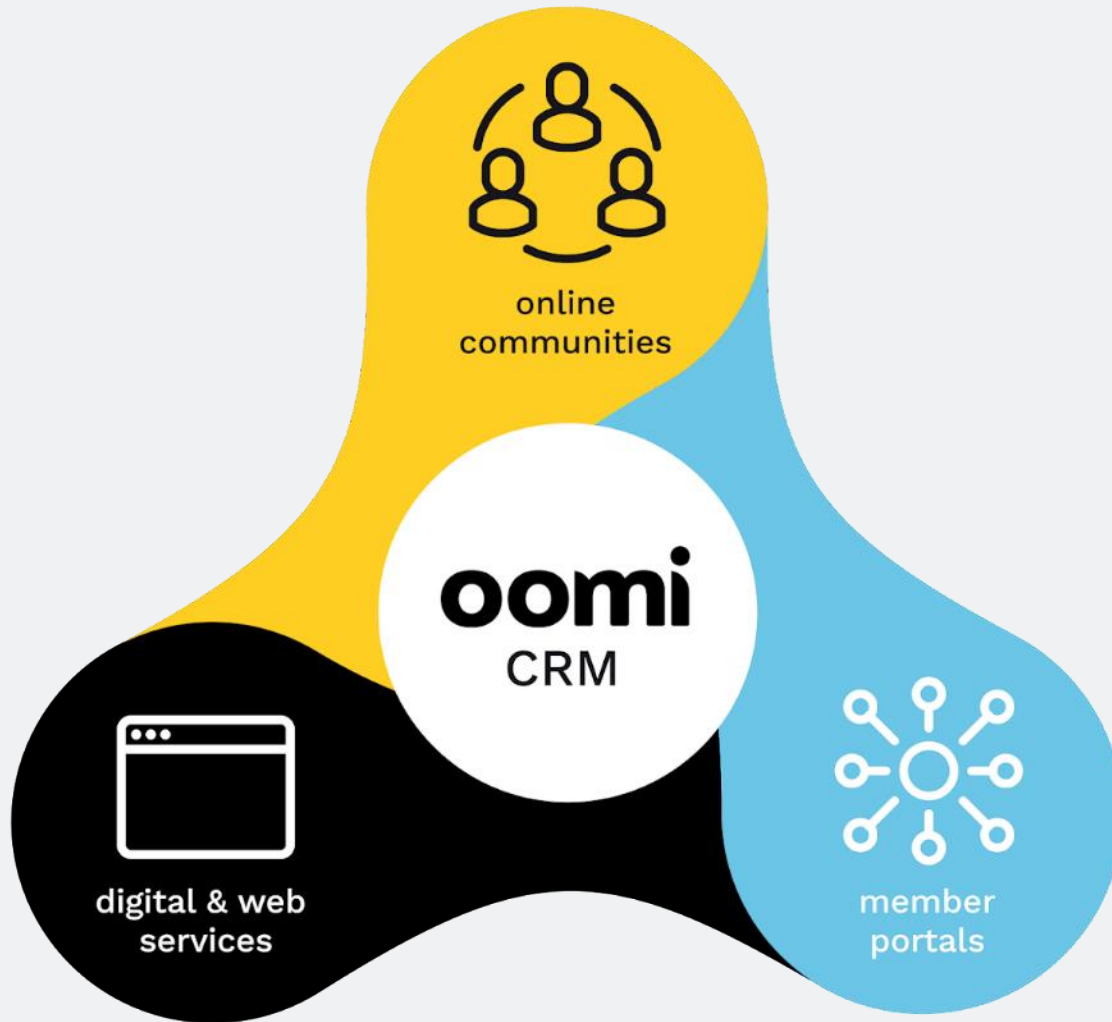


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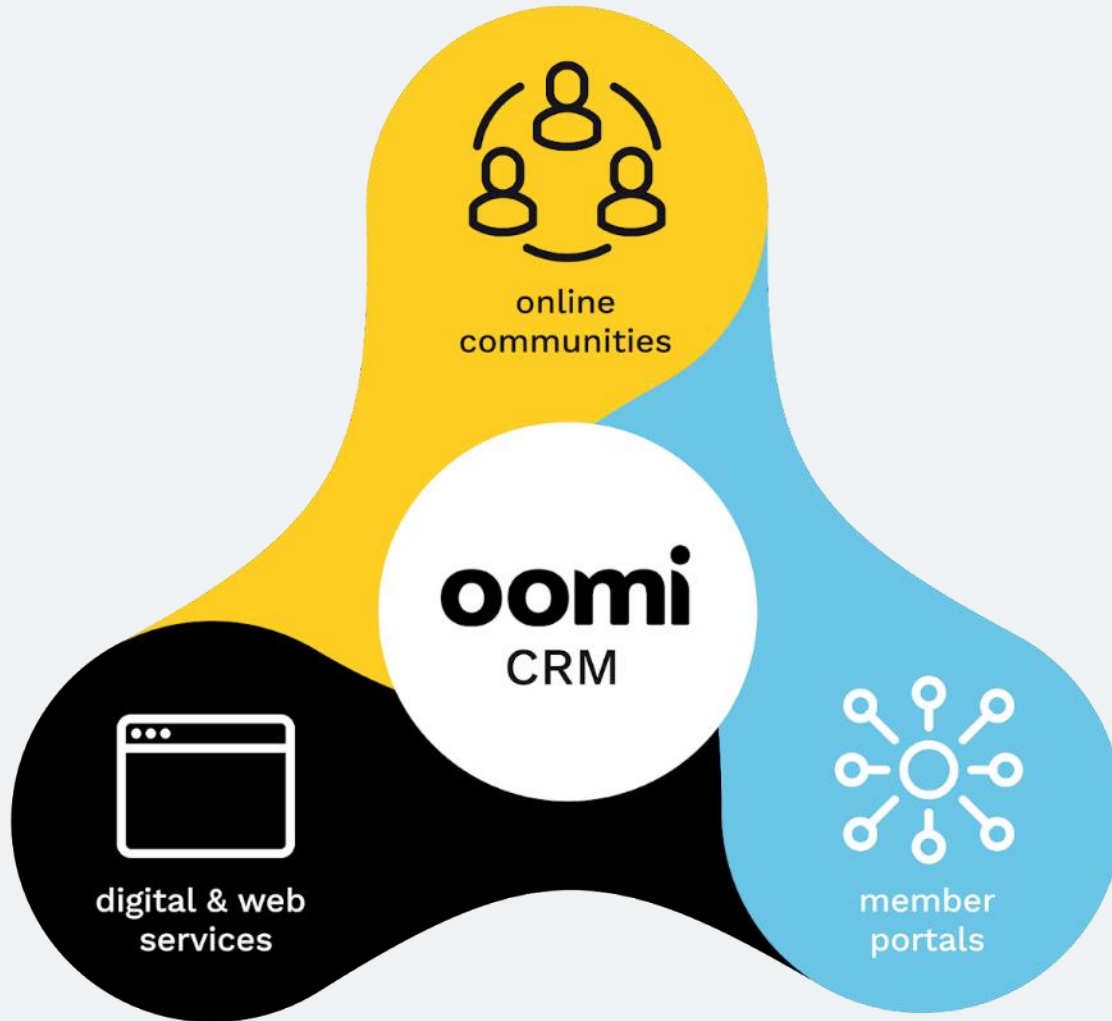
oomi as single-supplier for the FLA

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

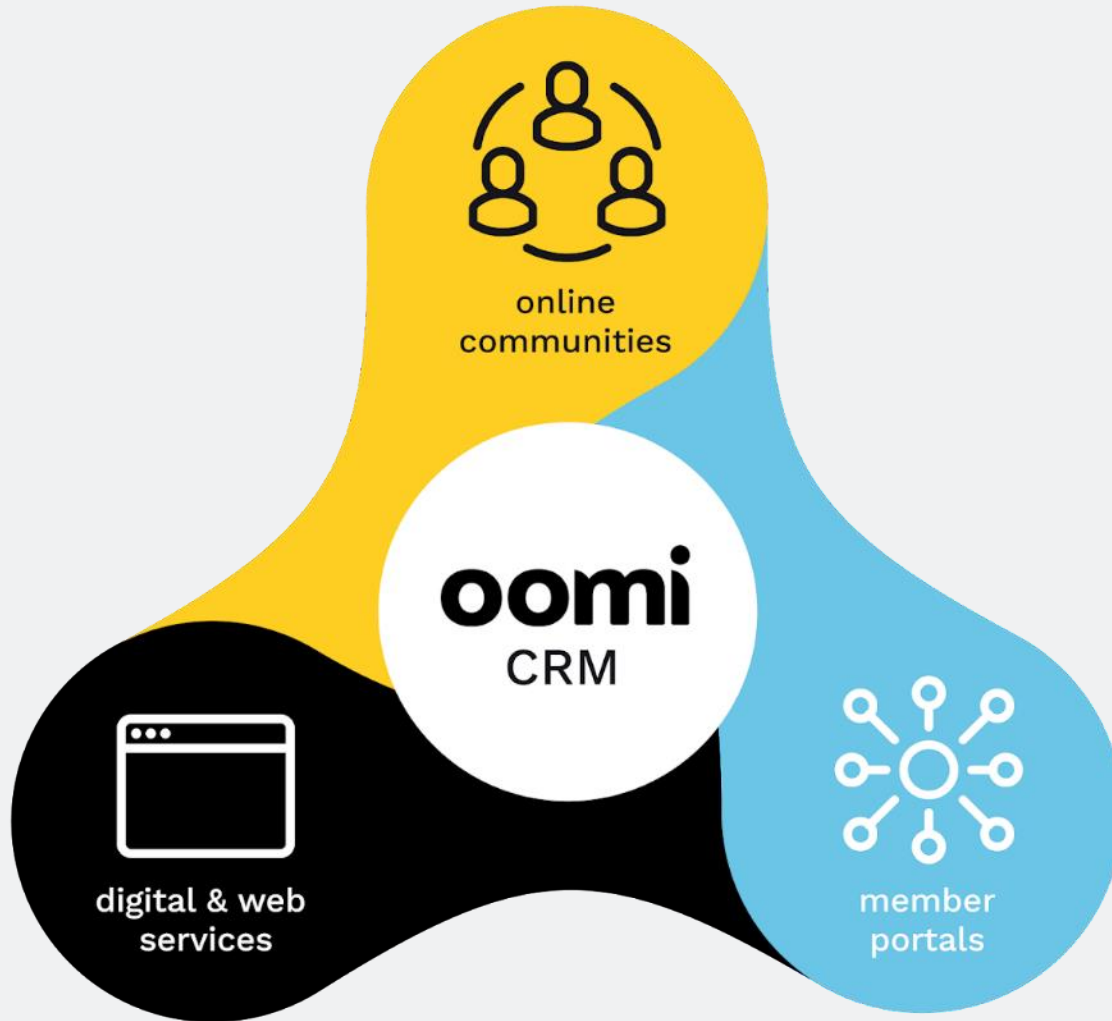


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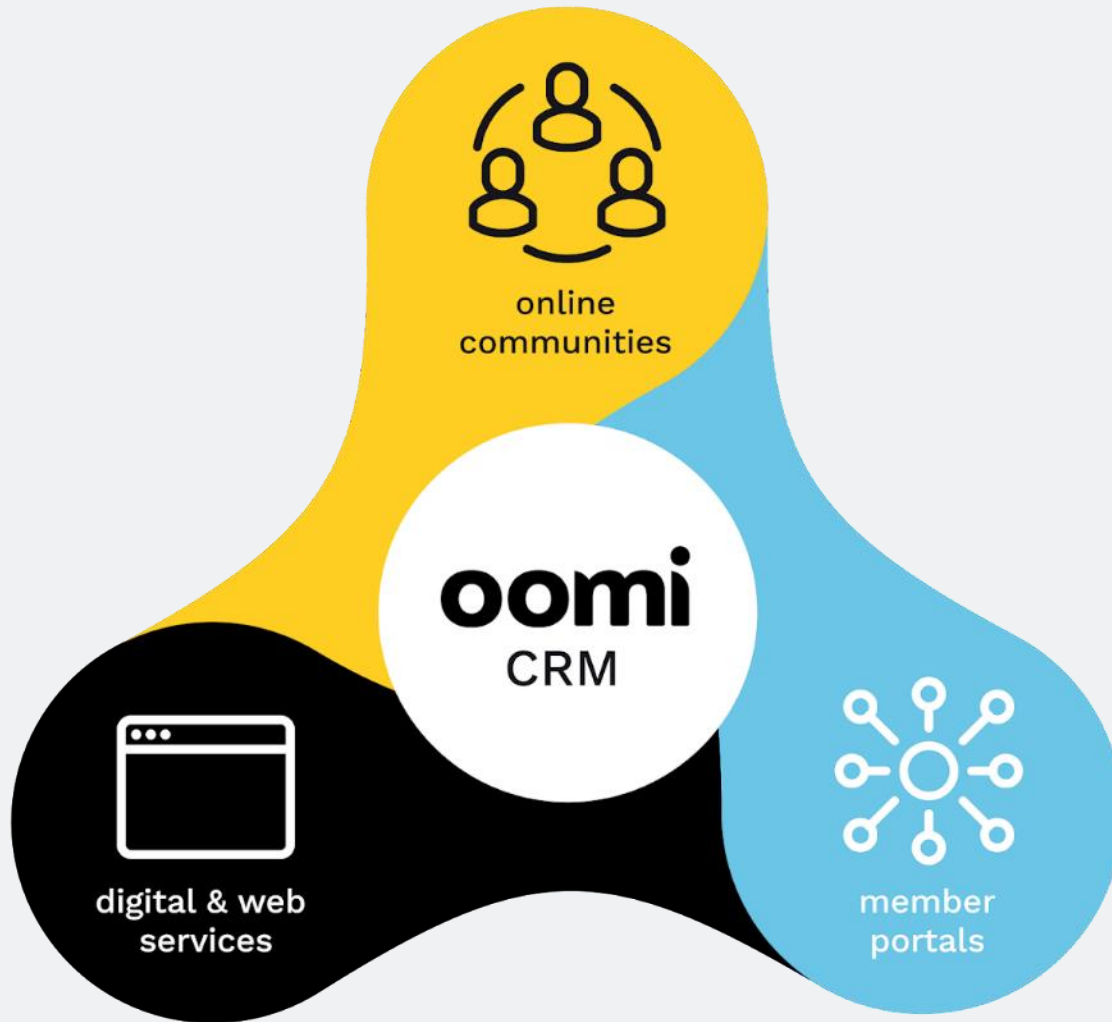


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- **Real time data confidence**
- One supplier means integration, updates and **troubleshooting becomes clearer.**

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

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



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

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



our process

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

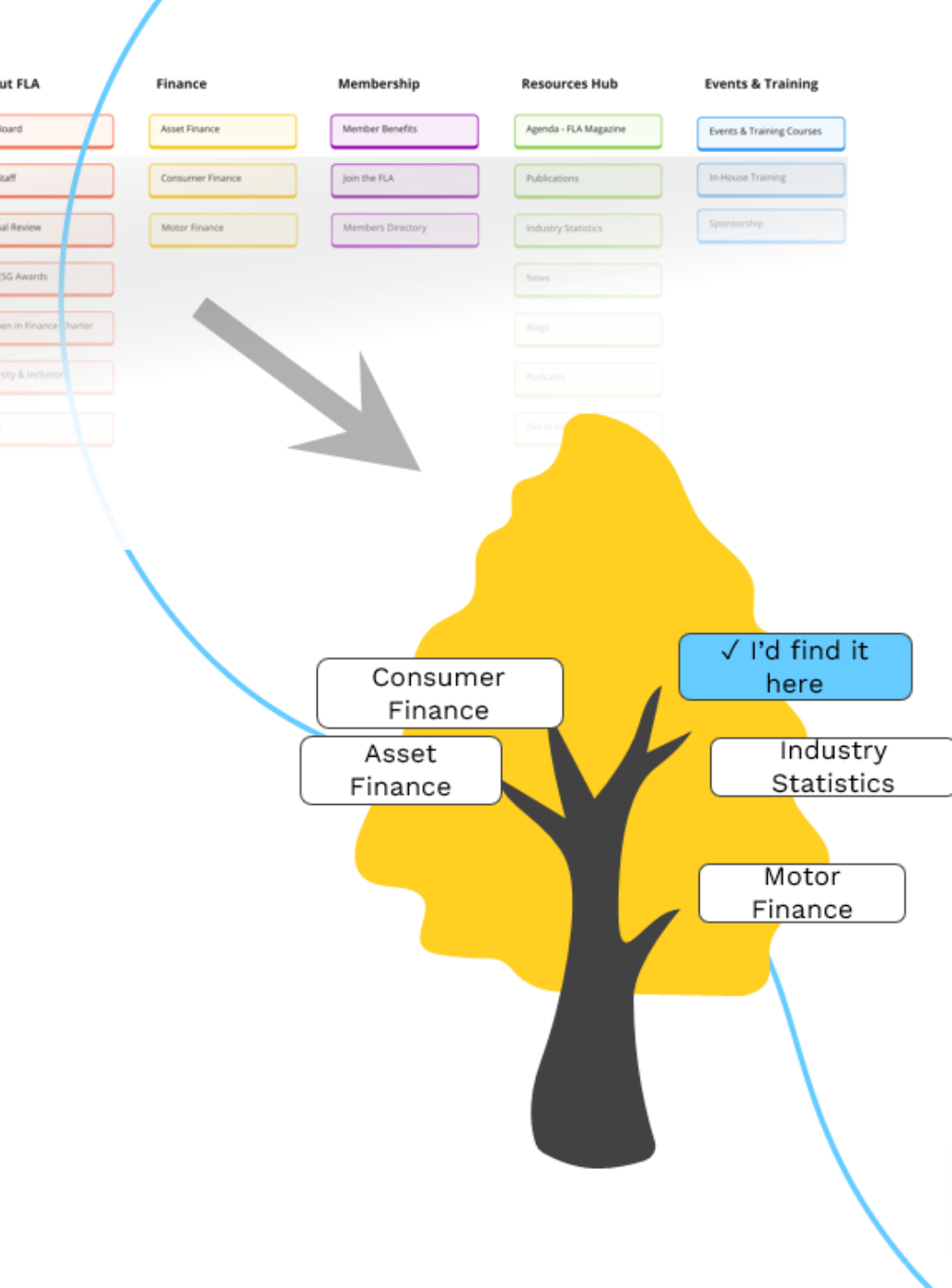
metrics and refinement

- 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



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



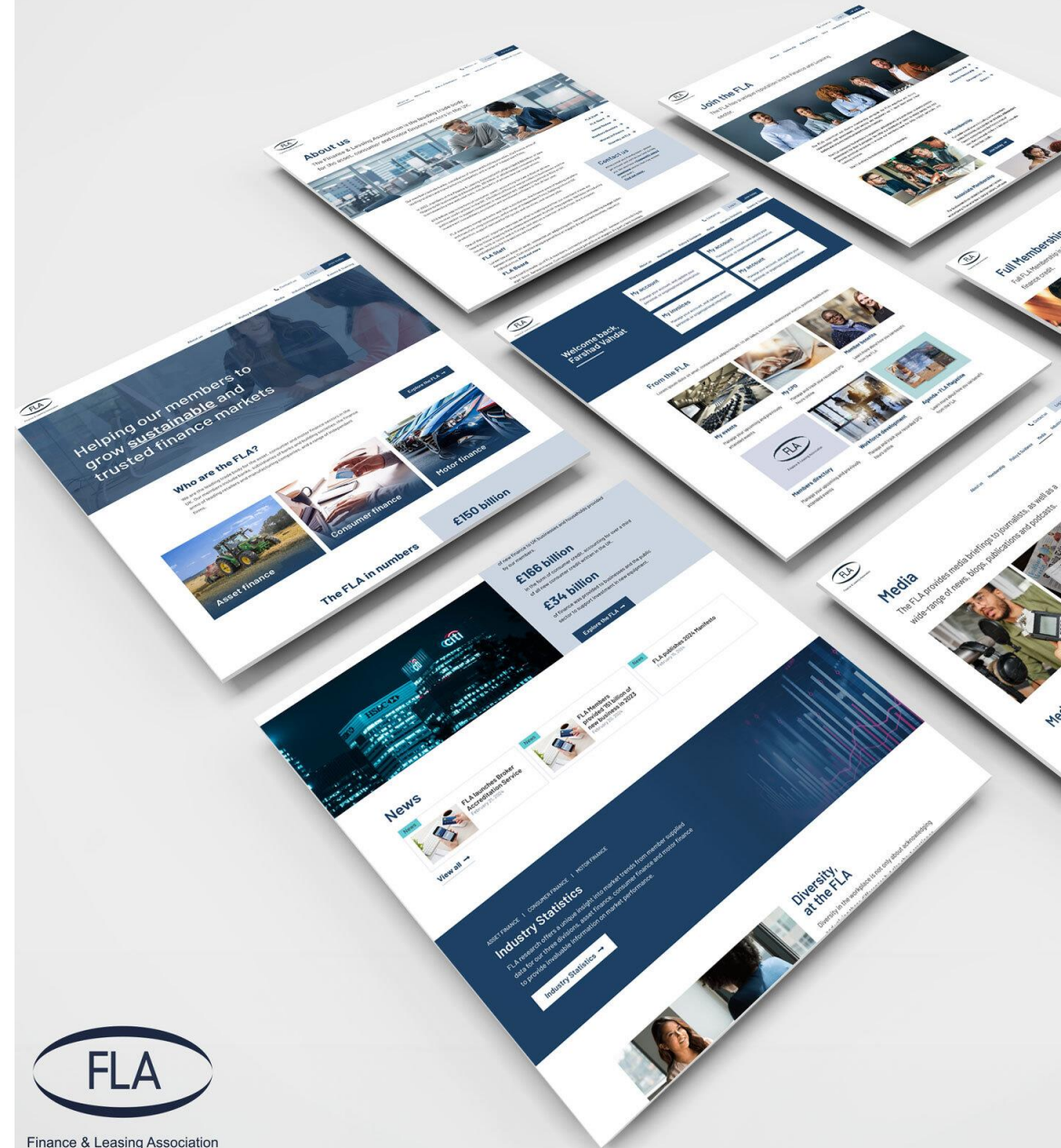
design goals

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

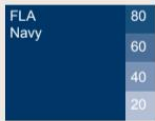


Inverted



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.



Pantone® 540u
Print
c94 m47 y11 k45



Pantone® Warm Gray 1u
Print
c2 m3 y7 k8



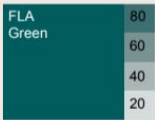
Pantone® 7644u
Print
c50 m74 y34 k29



Pantone® 4985u
Print
c39 m60 y46 k5



Pantone® 2237u
Print
c86 m31 y47 k0



Pantone® 7721u
Print
c96 m0 y48 k50

Typography

Primary typeface

The font used in the FLA's logo is Nanami Light - distinctive, modern and accessible. The 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

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Arial Bold

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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.

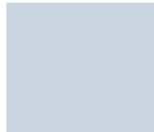
In 2022, members of the Finance & Leasing Association (FLA) provided £150 billion of new finance to UK businesses and households, £51 billion of which helped consumers and businesses buy new and used cars, including 84% of private new car registrations.

£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 - #1E4164



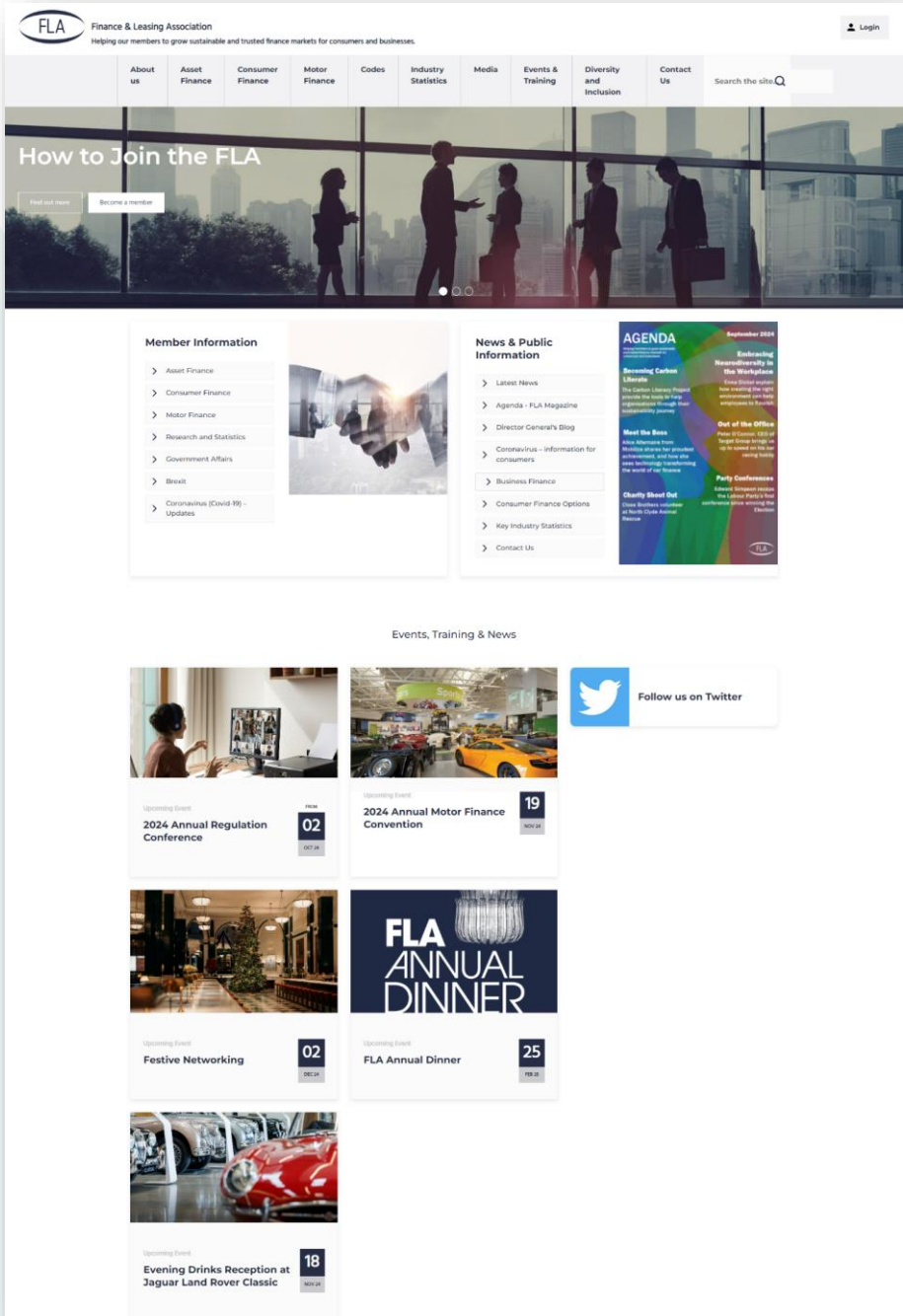
HEX - #CBD5E1



HEX - #3AA2AB



HEX - #F97316



Finance & Leasing Association

Helping our members to grow sustainable and trusted finance markets for consumers and businesses.

About us

Asset Finance

Consumer Finance

Motor Finance

Codes

Industry Statistics

Media

Events & Training

Diversity and Inclusion

Contact Us

Search the site

About us

The Finance & Leasing Association is 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.

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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 as a member of [Eurofinas](#), the European umbrella body for the sectors we represent.

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FLA Staff

FAQs

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Consumer Finance

Welcome to the consumer finance page

The FLA is the main trade association for the UK consumer credit and motor finance sectors and the largest representative of both in Europe.

In 2022, FLA members provided £150 billion of consumer credit to consumers, to support purchases ranging from cars to household goods, accounting for over a third of total new consumer credit written in the UK.

In the past of the website, members will be able to find out about the current state of the industry and topics in the market, such as new regulations, consumer credit and vehicle finance.

Alternatively, if you are a visitor to the website looking for guidance on motor finance options, consumer credit or banking products, the FLA has a dedicated [consumer finance](#) section packed with useful information and links to further resources.

Codes

Research

Government advice

Media

to use language appropriately

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Motor Finance Options

Become a member

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Log in

Join today

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Media Hub

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

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Member Directory

The FLA Member Directory is a definitive listing of the associations 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

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AGENDA

October 2023

Business Update

Following the Future

Climate Change

Energy

Art of the Office

Women in Finance

FLA Staff Blogs

Annual Review 2023

The Future of Credit

FLA Members - funding the real economy and the UK's green ambitions

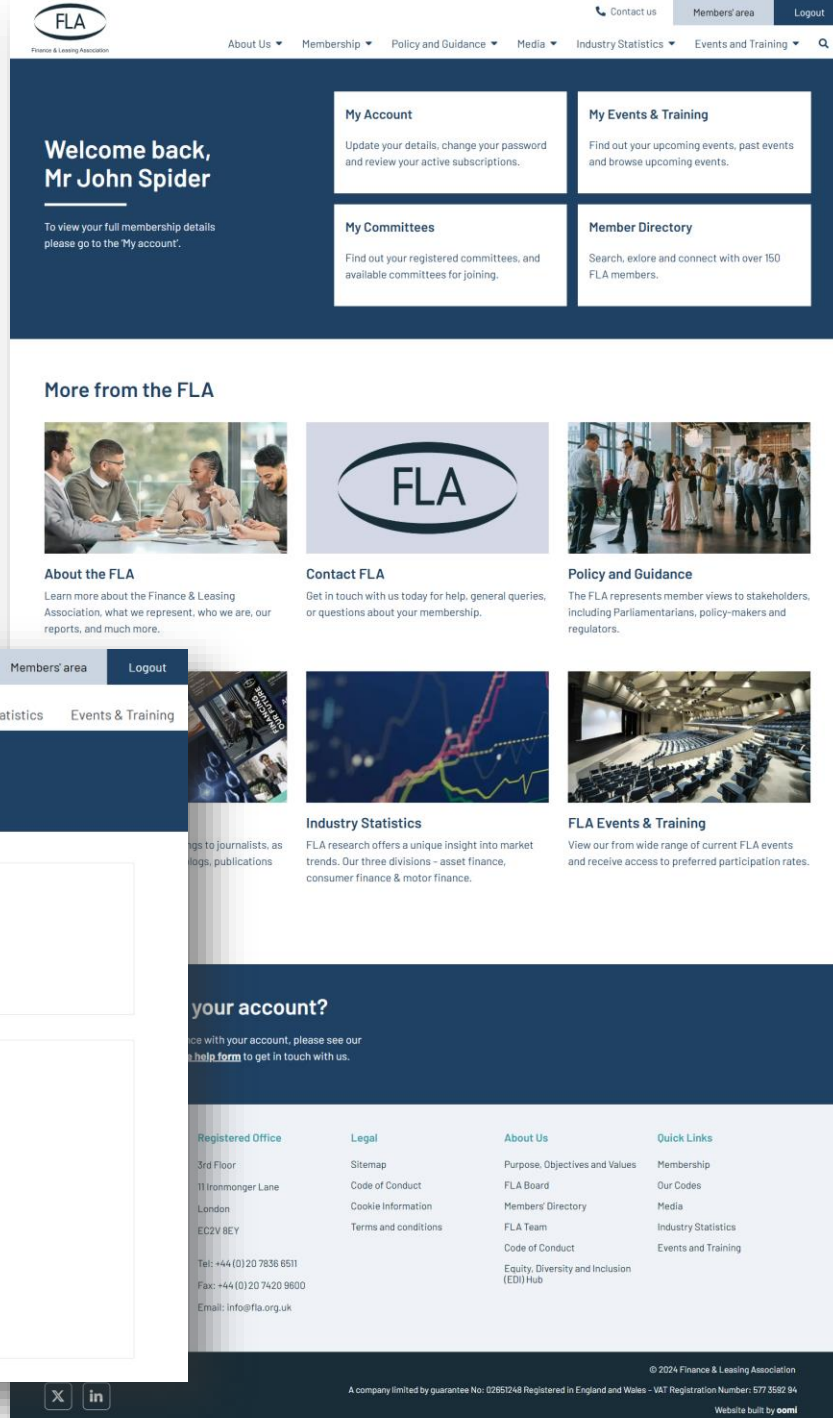
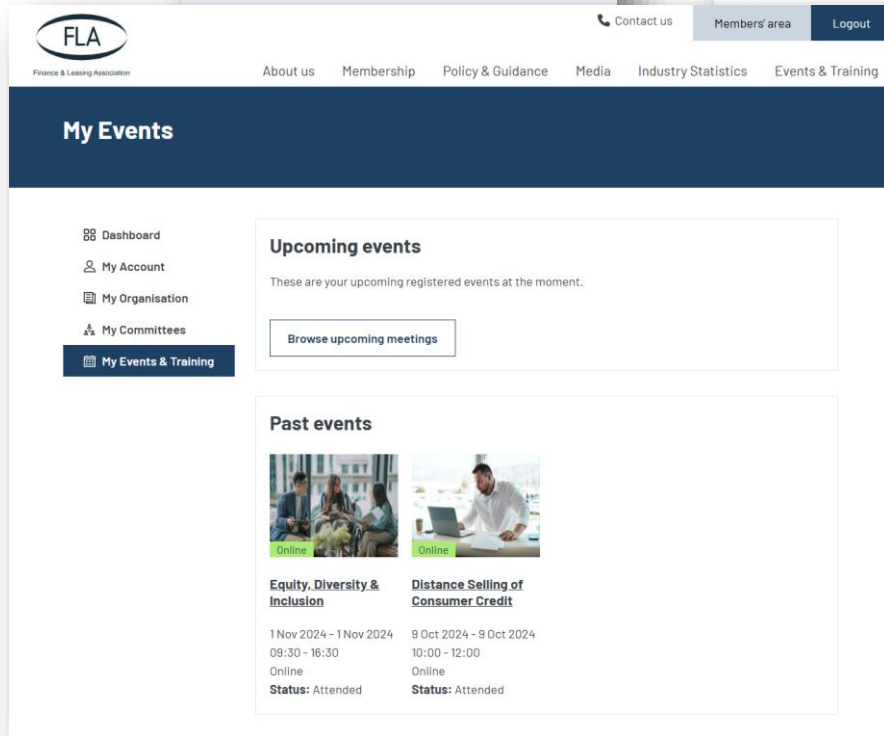
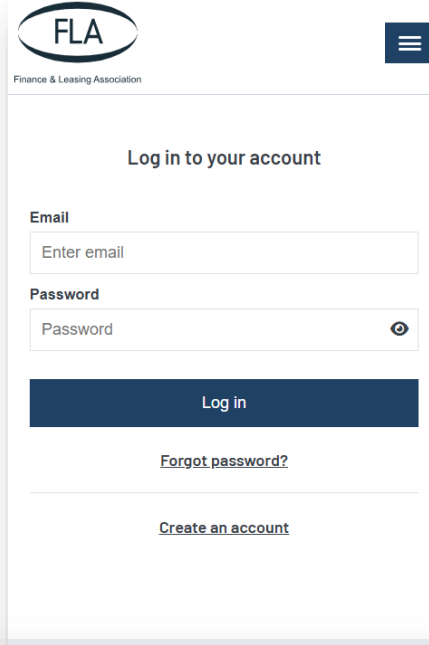
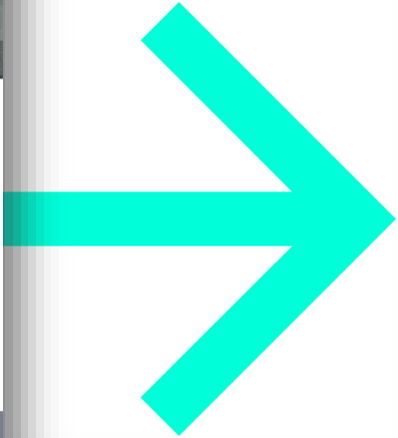
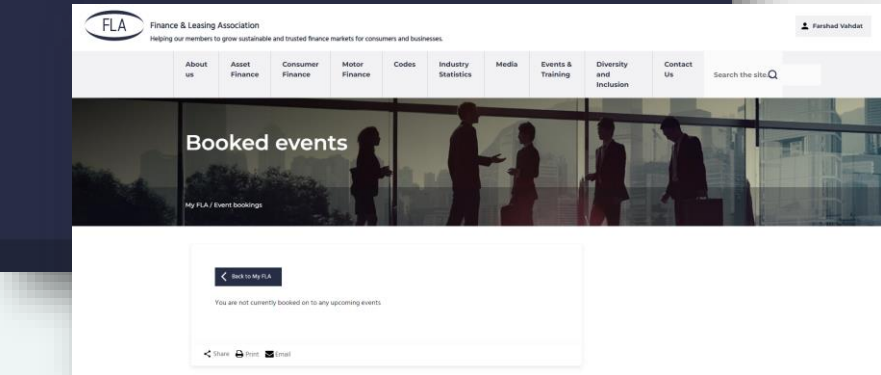
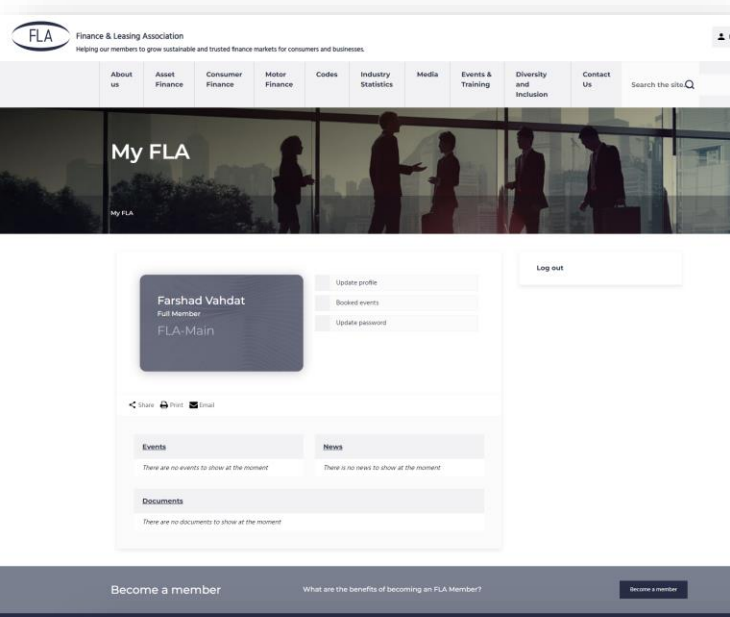
Agenda Magazine

October 2023

The latest edition of Agenda, the FLA's magazine, is now live. Osborne Clarke review FCA guidance, John Phillipou explores new business models and Rebecca McNeil bids farewell. Graham Wheeler features in 'Meet the Boss', 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 7636 6511.





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

- 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

oomi





thank you