

## PrinSIX to be a sponsor of Credit Summit for second year running

Thursday 10 March, 2022

**Leeds-UK, 10th March 2021— PrinSIX Technologies, a UK Fintech start-up rethinking lending through the orchestration of on-demand PERSONALISED LENDING JOURNEYS for lenders, announces that it will be sponsoring Credit Summit 2022.**

Credit Summit is the UK's largest, and most established credit summit and is to be held this year as a live event at the QE2 Centre, London on the 23rd of March. Organised by Credit Strategy, a leading provider of Intelligence, insight and community for credit professionals, this years' event is well-timed, given the major external pressures facing the credit industry.

As Julian Graham-Rack, PrinSIX Technologies CEO explains, **"The credit sector is an industry familiar with changing market conditions but, even on those terms, 2022 will be a significant year of change thanks to the emerging external market forces.** We've seen fraud on the increase through digital and mobile channels. And the pressure is intensifying on lenders to be even more active in their response to the societal issue of vulnerability. At the front of mind for every conference attendee will be the Financial Conduct Authority's plan to re-write the regulatory rules surrounding consumer protections with its Consumer Duty agenda due to come into force next year. The Credit Summit is an opportunity for industry executives to pick up insights on the latest risks, challenges, technologies and market opportunities facing the industry, not least to understand the benefits of moving to a digital (data-driven) customer onboarding approach."

PrinSIX is to attend the event as sponsors and will be exhibiting its latest version of the PrinSIX journey orchestration platform; a Software-as-a-Service solution used by lenders to create personalised digital journeys, orchestrated using a No-Code journey controller. The PrinSIX platform, introduced in 2021, allows lenders to leverage digital innovations to achieve a higher uptake in customer adoption while balancing this growth opportunity with commercial and regulatory risk.

Martin Watts, PrinSIX Commercial Director thinks Credit Summit is the ideal time for lending professionals to get up-to-speed on the latest lending technology innovations. He says, "The industry is facing a challenging next two years, with societal and regulatory pressures bearing down on lenders to achieve the right balance between commercial gain and financial and consumer conduct. Given the impacts of digitalisation and mobile banking, consumers want to do business when and how it suits them. The lenders able to service that demand—while operating a business culture; one that respects financial vulnerability and seeks to achieve exceptional customer experience by design—will be the winners."

### About PrinSIX

PrinSIX offers a services-led digital platform that uses real-time analytical learning 'at the speed of digital' to orchestrating unique customer onboarding journeys, one decision stage at a time. PrinSIX meets the needs of lenders, regulators and customers fully and simultaneously; equipping lenders to maximize customer experience and lending while minimizing cost and risk; with a major concern being regulatory compliance—an existential threat.

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