

# AUTTO.



## CASE STUDY

# Fintrail

**FinTech FinCrime Exchange  
Increases Membership by  
1200% and reduces work by  
75% with business automation**

FINTRAIL founded the FinTech FinCrime Exchange (FFE) to create a space where FinTechs can come together to address the global scope of financial crime. The FFE proved to be so popular that the process of registering new members increasingly took up more and more time off the FINTRAIL team coordinator. By using AUTTO's drag and drop workflow system, FINTRAIL was able to cut 160 hours of administrative work, a whole month a year, freeing up the coordinator's time to focus on and develop other key tasks in the organisation.



**CUSTOMER**  
FINTRAIL

**WEBSITE**  
[www.fintrail.co.uk](http://www.fintrail.co.uk)

**NO. OF EMPLOYEES**  
15

**COUNTRY OR REGION**  
EMEA, US, APAC

**INDUSTRY**  
FinTech / Security

**CUSTOMER PROFILE**  
FINTRAIL is an anti-financial crime consultancy and founder of FFE which supports the global FinTech community in the fight against financial crime.



**“ I’ve gone from sending 10 emails to each prospective member to sending one with a link to an easy-to-use, web-based onboarding system.**

Lauren Vincent  
Team co-ordinator at FINTRAIL

# THE PROBLEM

FINTRAIL is a global anti-financial crime consultancy that helps FinTechs and financial institution clients worldwide protect themselves from the threat of financial crime. Soon after the company launched, its founders realised that if FinTechs had a way to link up to exchange information and access resources, it would help to strengthen the sector's ability to detect and counter the global threat of financial crime. In January 2017, the FFE was born as a collaboration between FINTRAIL and the Royal United Services Institute (RUSI).

The FFE brings together a global network of FinTech financial crime professionals to collaborate on best practices in compliance and financial crime risk management. "What we have found is that whatever stage they are at, all FinTechs are facing similar issues and challenges. We simply provide a space for them to get together and share their practices and experiences in a safe environment," says Lauren Vincent, team co-ordinator at FINTRAIL.

Membership of the FFE is free and open to all FinTechs and their financial crime staff. As interest in the FFE increased, so did the workload attached to reviewing and signing people up. "We started with 10 members and we now have around 600 on our Slack channel which continues to grow. This is great, but as a consultancy, time is one of our most important resources and I was spending a lot of time on administration for FFE that I could have used to help support the rest of the global team as we grow and scale FINTRAIL" says Vincent.

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# THE SOLUTION

Vincent joined FINTRAIL almost a year ago, she quickly realised that signing up new members to FFE was not very efficient. The process was long and often complicated. If someone wanted to join FFE Vincent would send a message, then email the terms and conditions (T&Cs). “I’d have to send it in a PDF form and would get many questions back and forth, for example, ‘how do I sign this without an electronic signature on my computer, or what format do I send the company logo in?’” The onboarding process could take 10 emails back and forth and take a week to complete, sometimes longer.

“I often have competing demands on my time, supporting the FFE and the core business at FINTRAIL,” says Vincent. “Since I arrived at FINTRAIL, we’ve grown so rapidly. Our staff has doubled over the last year, we’ve expanded into APAC and the USA and demand for our services is growing.”

“I was telling colleagues: ‘There must be a better way to onboard people.’ We had a tool to help, but we hadn’t fully explored it, yet.” That tool was AUTTO.

This repetitive onboarding process appeared ripe for some automation to ease the burden and Vincent and her line manager decided to take a look. “We took the time to delve into it and get some help from AUTTO,” says Vincent, “It turned out much better than we expected. Ian at AUTTO has been very helpful. After a few sessions with him, I was able to set up workflows for everything I needed.”

“Now I can just say to somebody: ‘You want to sign up? That’s fantastic! Just fill in this application form and it will take you from start to finish.’” The online interface is clear and easy to follow with everything needed in one place, including T&Cs and the ability to sign with a digital signature.

“AUTTO allows me to just simply send a link to somebody and then they are onboarded without me having to worry about anything while giving me the data that I need to get them signed up,” says Vincent.

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# BENEFITS

In addition to the time and associated cost savings, FINTRAIL was originally looking for, AUTTO's easy-to-learn, drag and drop workflows provided unexpected benefits. The streamlined system and customisable interface supported and improved FINTRAIL's brand image while providing an opportunity for professional development and job satisfaction.



### ADMIN TIME CUT BY 160 HOURS EACH YEAR

"Since we've started using AUTTO, I've gone from having to spend half a day signing up three people to doing the same in less than an hour. This adds up to a month of work saved each year and means I can keep up with the increased workload FFE's popularity has brought," says Vincent. "I've gone from sending 10 emails to each prospective member to sending one with a link to an easy-to-use, web-based onboarding system."



### BUILT FOR GROWTH ETHOS MAKES 1200% INCREASE POSSIBLE

FFE started with 50 members. Currently, 600 employees from 150 companies are members and FFE continues to grow. "I like the way that AUTTO continues to develop new things and is open to a customer-led development," says Vincent. "We always say that you should never stop learning in FinCrime. Criminals become smarter as we become smarter, so we always have to be a step ahead. As a tech-first company we like working with businesses, such as AUTTO, that share those same ideals."

## CASE STUDY FINTRAIL

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### STREAMLINED SYSTEM SUPPORTS BRAND IMAGE

First impressions count. Potential customers and people in the industry will often meet FINTRAIL for the first time through FFE. “We are not a huge company, but we want to project professionalism and our passion for what we do at every level,” says Vincent. “It’s very important for a user joining FFE to have a good experience that fits with FINTRAIL’s brand. We’ve customised the signup tool to match FINTRAIL colours and use our logo to help build brand awareness, which is really important. When users log on and see that it’s easy to use, they’re going to have an expectation of quality for FFE and FINTRAIL going forward.

“We now reflect industry norms,” says Vincent. “People in FinTech don’t use email. We are much more likely to use platforms like Slack so now our onboarding system matches the industry standard.

An automated signup system also eliminates the opportunity for human error, for example sending multiple messages by email under time pressures can result in small time-wasting errors such as forgetting to send attachments. “Now there’s no first impression of forgetfulness or being too busy,” says Vincent.



### AUTOMATED PROCESS IS A TOOL FOR PROFESSIONAL GROWTH

When Vincent started to build AUTTO workflows, she discovered an unexpected benefit. “When you put a process through AUTTO, it helps you evaluate if each step is really needed,” she noted. “Seeing my processes laid out in front of me, I’ve become a bit more critical of them. I’m also now the systems expert in the company. That’s a nice feeling, especially when just a few months ago I was the new girl.”

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AUTTO is a no-code automation platform. Turn your everyday, complex processes into streamlined, easy-to-use workflows so that your team can focus on doing what they love.

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