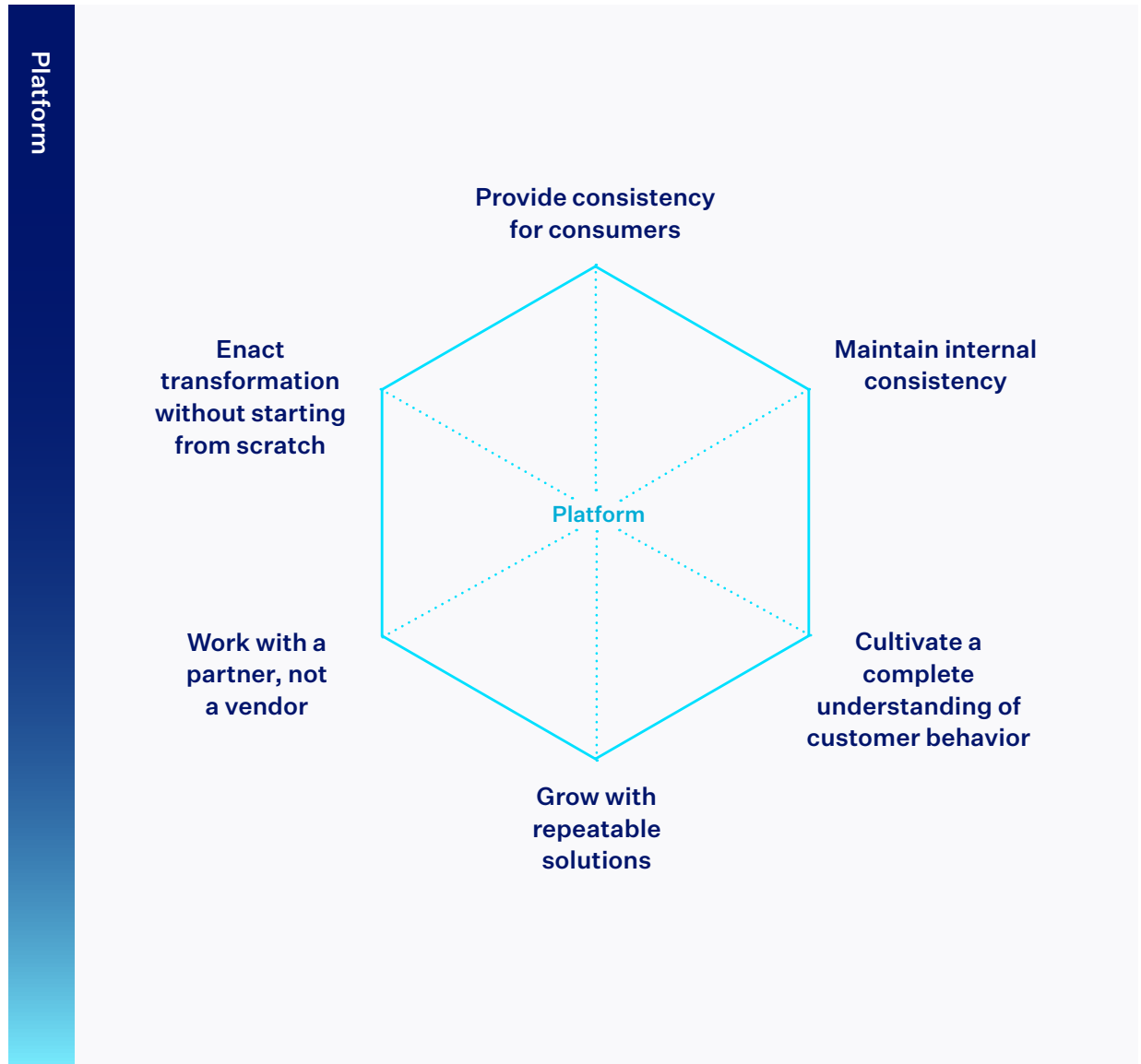




B blend

How a platform can help you avoid the pitfalls of point solutions

Redefining digital transformation
Section four



To maximize the impact digital change has on your customers, take a platform approach. Point solutions typically address a particular need for an individual product line. Implementing a Digital Lending Platform supports long-term agility and flexibility while providing the continuously improving experience consumers require.

Provide consistency for consumers

- Deliver a seamless experience across all products and channels
- Avoid disjointed solutions for each aspect of your customer's relationship with your organization

Maintain internal consistency

- One system means simpler onboarding and ongoing training for admins and end users
- When there is an issue, only one system needs to be checked for defects and debugged

Cultivate a complete understanding of customer behavior

- Piecemeal solutions mean your data is siloed
- Get a holistic view of all touchpoints with a customer across products

Grow with repeatable solutions

- Platforms are scalable and built for your expansion into new product lines or versions of existing products
- Ensure that, no matter which product vertical your customers engage with, they're receiving the same delightful experience

Work with a partner, not a vendor

- As opposed to one-and-done relationships that point solutions providers offer, a platform approach means you're getting a partner for the long-term
- A partner anticipates trends, continuing to build out functionality and offering new solutions with your feedback in mind

Enact transformation without starting from scratch

- You're not limited by technology decisions you made years ago
- Adopt a platform that integrates into your existing technology stack, making the most of legacy systems while quickly developing a better customer experience

Redefining Digital Transformation

[Continue exploring digital transformation](#)

Powered by Blend

Blend is transforming the lending industry by creating a unified approach to getting mortgages, consumer loans, and deposit accounts. Our Digital Lending Platform makes the journey from application to close fast and easy for consumers, while helping lenders increase productivity, deepen customer relationships, and deliver exceptional customer experiences.