flinks

UX Best Practices for Integrating Flinks

Your guide to build faster and optimize for user conversion

Your business runs on financial data.

But we're still some time away from mass awareness and adoption of financial data connectivity, and as a result your end users need some hand-holding through the experience. They need to feel that this new way of sharing information is the right way, and trust that it'll be safe and secure.

Building a user experience that drives high conversion rates isn't an easy feat—but we're here to help you get there.

We've compiled concrete examples of industry best practices for integrating financial data connectivity with Flinks into your customer journey. We've based our suggestions on findings from a number of our clients that have high conversion rates with their integration.

Follow this guide to design the best onboarding or application experience for your customers—and achieve better results for everyone, faster.

We'll cover

01.

Building a natural flow in your user experience

Looking to improve your current user experience?

Start here!

Take a moment to consider the following questions.

At what stage of your experience are your users prompted to connect their financial accounts?

○ Beginning
○ Middle
○ End

How is financial data connectivity presented to your end users?

○ How natural is the user flow, from start to finish?
○ What language or illustration is used?
○ Do the brand, tone, and voice remain consistent throughout the experience?
○ How much context is provided to the end users?
○ Are you getting signals that your users are not comfortable connecting their financial accounts?

What happens if your end users don't want to use data connectivity?

What's the next step after they connect their accounts through Flinks?

These questions are meant to encourage you to look at your current flow through a critical lens. Now, let's dive into some best practices and how they apply to your user experience.

Choose when and how to prompt users to connect

Timing is everything.

When and how to ask your users to connect their financial accounts is a very important choice. Our highest converting clients typically prompt users to connect their financial accounts in the final steps of their onboarding or application flow.

Here's why it's a smart design choice.

Users are more engaged and invested

At the final steps of the onboarding process, users have already invested time and energy into the previous steps. They've progressed this far and are less likely to back out because they want to use your product. They've likely shared some personal information with you, making connecting their financial accounts feel like the natural next step, which it is.

**Users see clear benefits to connect**

Your job is easier when end users onboard through data connectivity, rather than manual information collection and analysis. You know the benefits to you, but what are the benefits to the end users? Do they know how much faster and easier they could get loan approval (or start trading, or transfer money, or review their new financial plan, or…), for example, if they simply connected their financial accounts?

Our highest converting clients tie a value proposition to connecting a financial account.

Our highest converting clients use two approaches:

1.

They frame the action to connect a financial account as the logical and final step for end users to get what they want.
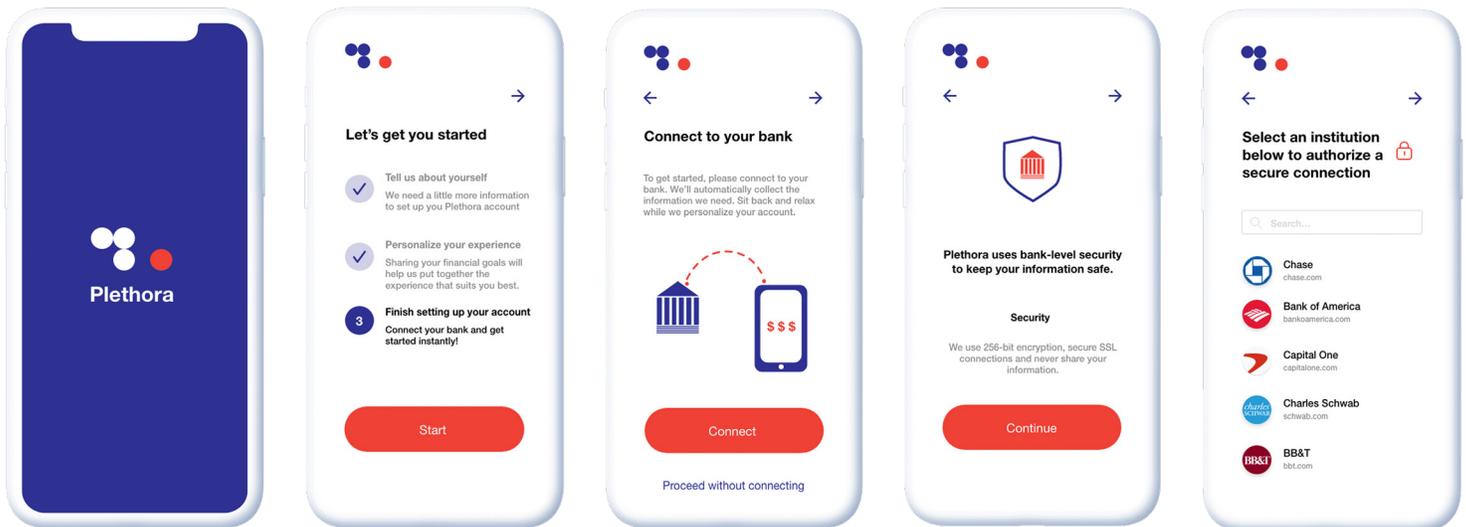
2.

They clearly state specific benefits for end users, such as enabling instant access to their app or same-day money transfer.
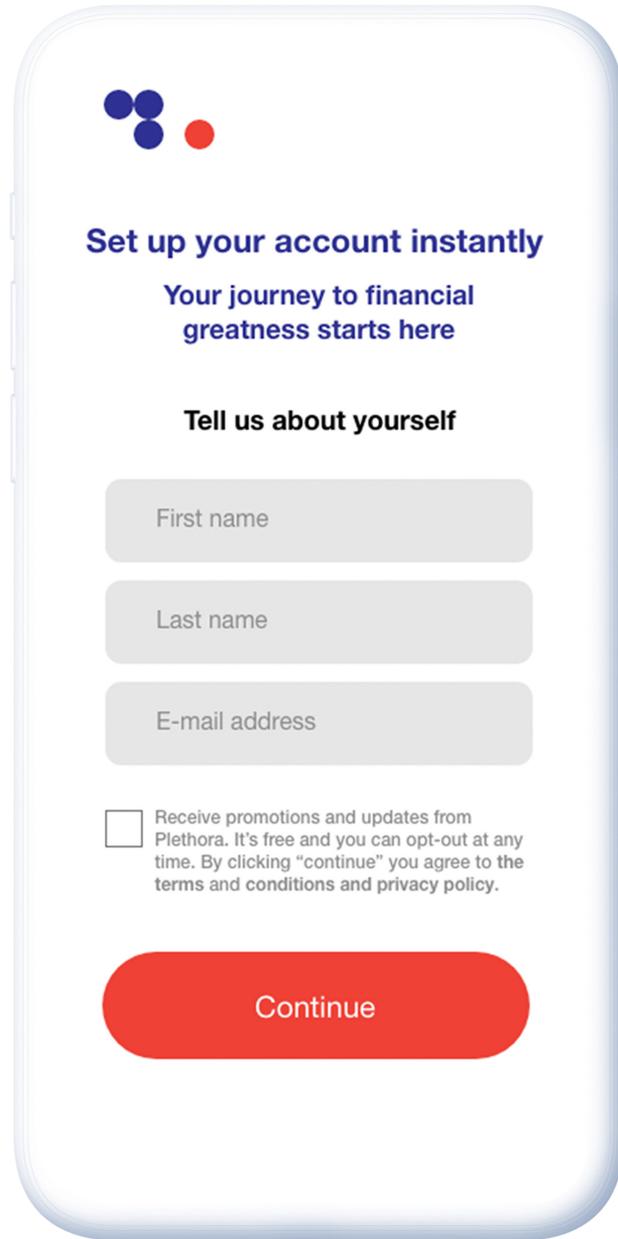
Use the power of the default option

One of our key findings is that Flinks' highest converting clients present the data connectivity step as the default option for end users. Rather than making it a choice to opt in, they make it a choice to opt out.

They do this because they know that this is the simplest, most effective, and secure way for their end users to share financial information and move the application forward.

Defaults are powerful! They send a signal to the about the importance and credibility of financial data connectivity. They provide a path of least resistance. They increase the likelihood that end users will connect their financial accounts.
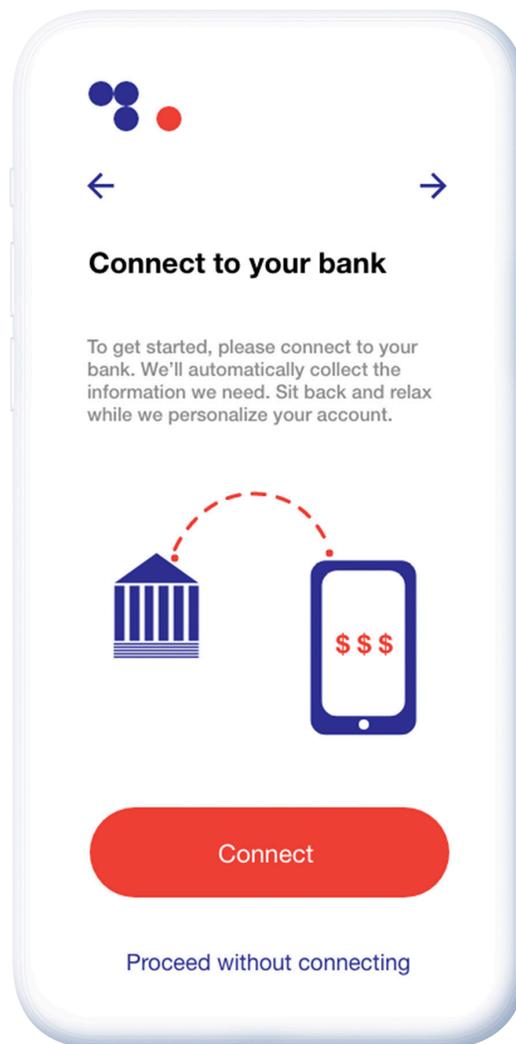

Not convinced your end users are ready to accept financial data connectivity as a default option? Get in touch with your Relationship Manager to explore this further.

Are you sure you want to opt out?

Presenting financial data connectivity as your default option means that an end user who prefers another route has to opt out. Our high-converting clients see this as an opportunity to remind them of the default, with a prompt of value propositions.

For example, this could be a reminder that connecting a financial account means faster onboarding, simpler application processing, and no manual documentation uploading, printing off, or filling out. (Are they sure that they don't want those benefits?)
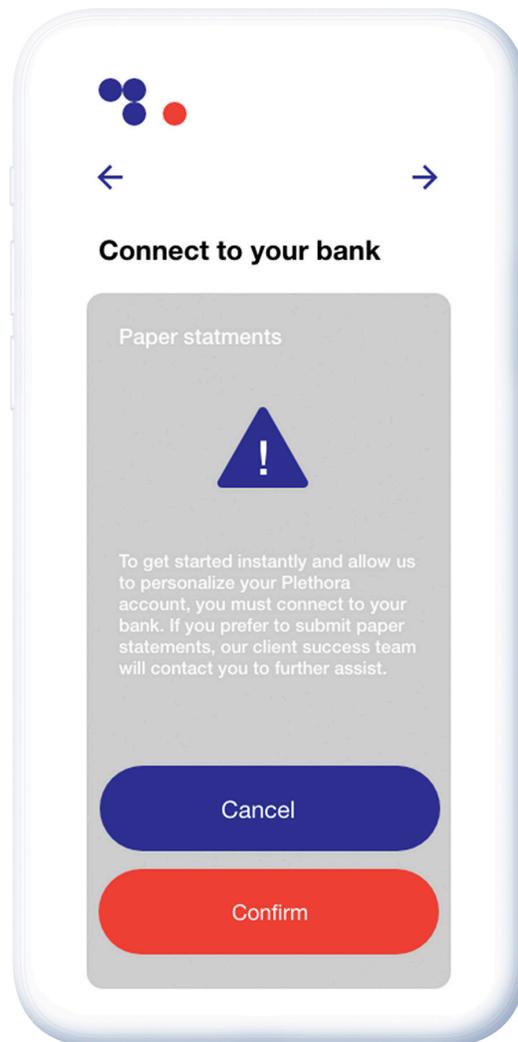
If the end user still decides to opt out, our clients usually provide a traditional, manual method as an alternative option. This secondary flow, triggered by the opt-out, most likely asks users to upload documents and manually input their information. For other Flinks clients — including PFM apps — opting out can mean that the service is unavailable to the end user.

Within their secondary user flow, high-converting clients always give users the option to revert to the default option at every step of the way. This is a useful way to redirect users to your default data connectivity option, now that they've seen that the same information is pulled either way — automatically digitally or manually by themselves.
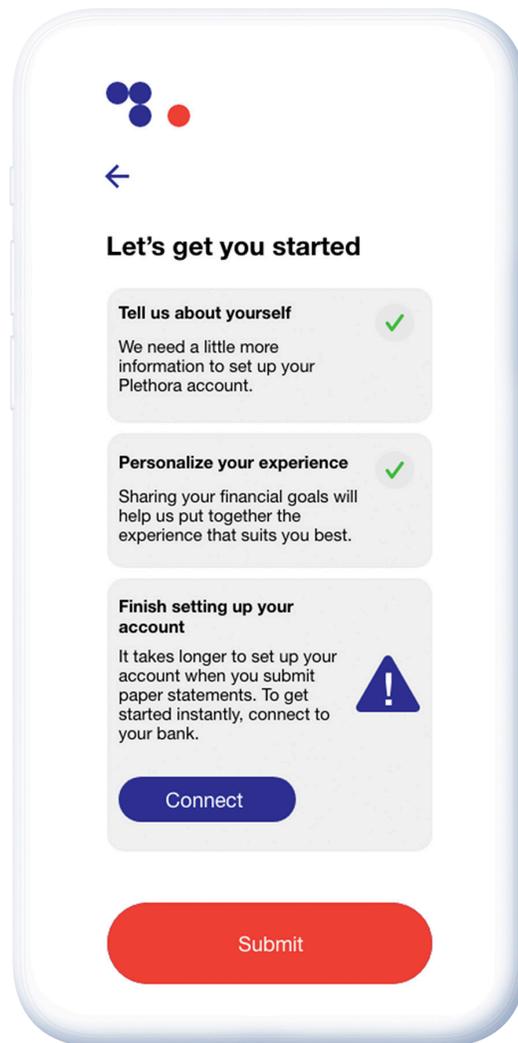
Let's recap

When.

Bring up financial data connectivity once your end users have already been through the first steps of your application flow and are committed to completing it.

How.

Position financial data connectivity as the logical last step and default option to achieve what they're really looking for — which is getting value from your product.
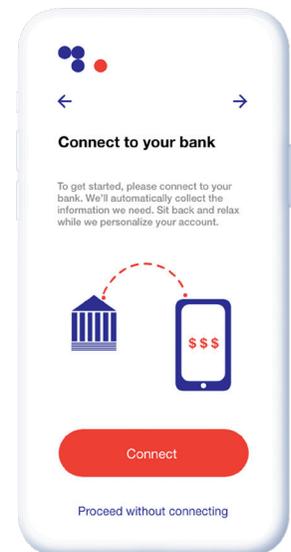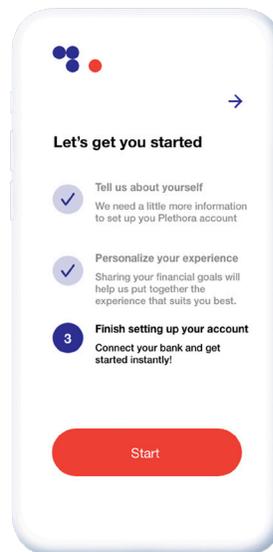
Scenario 1.
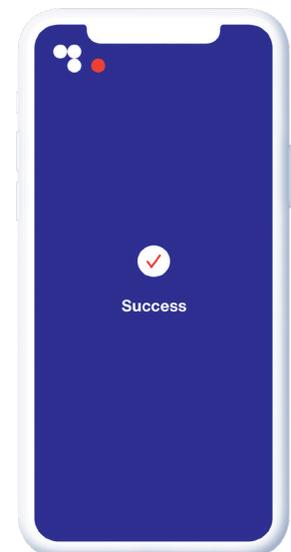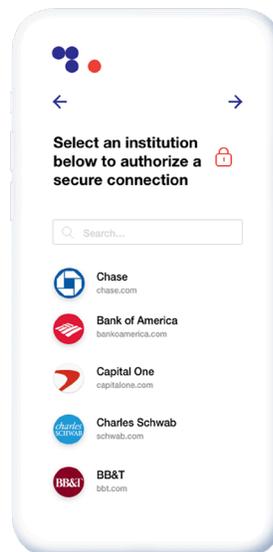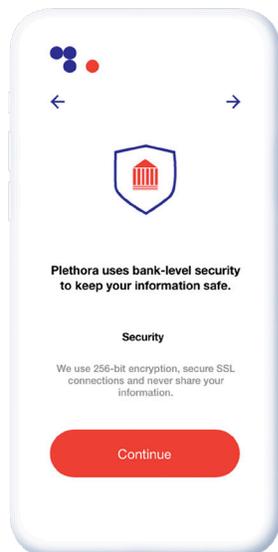
Scenario 2.
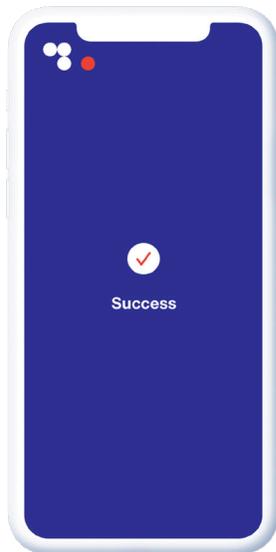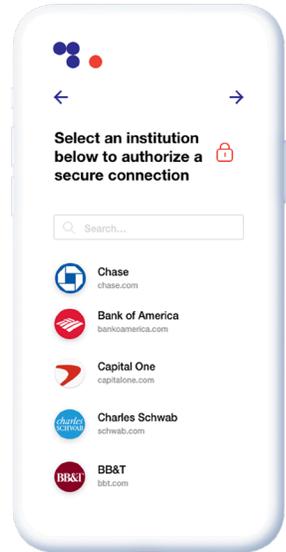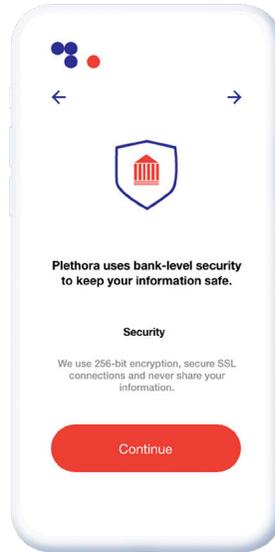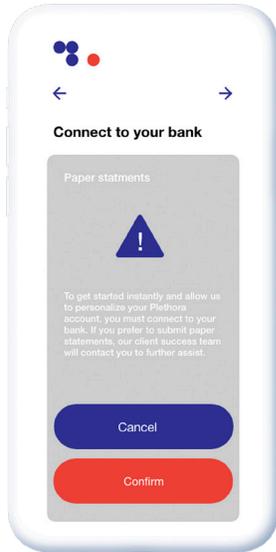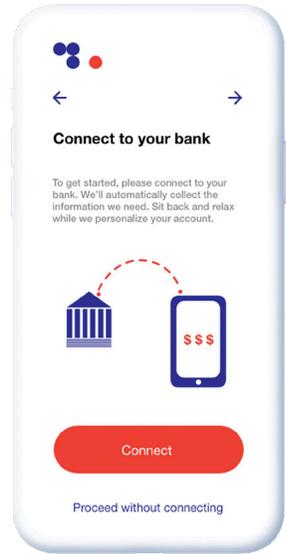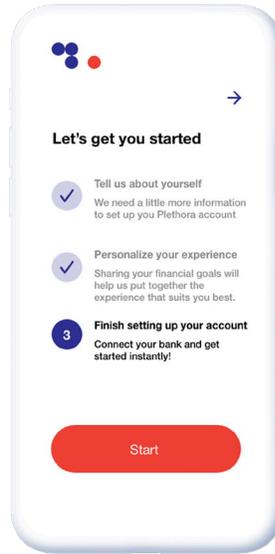
Equip your customer-facing agents with FAQs

Your customer-facing agents — such as customer service representatives, brokers, and others — are a powerful asset to make sure end users understand and trust financial data connectivity.

They should know, for example, that no one has actual access to the financial accounts and that all information is tokenized (or scrambled for added security). This will help to ensure that any discomfort expressed by users is met with a consistent, trustworthy, and timely human response.

Context Checklist :

○ **What happens after I connect my accounts?**

    ○ **Is data connectivity the last step before I get what I want?**

○ **What is data connectivity?**

○ **What's in it for me, the end user?**

    ○ **Why do I need to connect my financial account?**

○ **Who is Flinks?**

○ **How is my information going to be used?**

    ○ **Is my financial account information safe and secure?**

○ **How is this better than the old way?**

Sample user experience flow with Flinks

Completed !

2.
Personalize your experience

Some apps and services prompt their users to share additional information about their interests and goals. This allows them to personalize the users' experience by putting important features front and center.
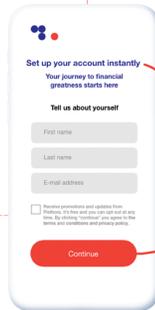
3.
Terms and conditions

Some apps and services are required to prompt users for consent and other requirements.

Best practices

Our highest converting clients typically don't post their Terms and Conditions in full. They instead introduce them and provide a link to their website, for end users that wish to access the complete version.

1.
Let's get you started

This is where you collect general information

Set up your account instantly
Your journey to financial greatness starts here

Tell us about yourself

First name

Last name

E-mail address

Receive promotions and updates from Platform. It's free and you can opt-out at any time. By clicking "continue" you agree to the terms and conditions and privacy policy.

Continue

Let's get you started

Tell us about yourself
We need a little more information to set up you Platform account

Personalize your experience
Sharing your financial goals will help us put together the experience that suits you best.

Finish setting up your account
Connect your bank and get started instantly!

Start

Best practices

Provide end users with a sense of time and progression.

Tell them upfront how much time they'll need to complete your application process. Display a progress bar.
Keep users engaged with illustration and friendly nudges, rewarding them for moving forward.

Remove unnecessary friction

To help keep this section to a minimum, make sure you don't ask for information that you can get from Flinks once end users have connected their financial accounts.

4.
Connect to your bank

This is where you prompt users to connect their financial accounts as the default option to share the data you need (KYC, Account-level Data, Transaction History)

Connect to your bank

To get started, please connect to your bank. We'll automatically collect the information we need. Sit back and relax while we personalize your account.

$$$

Connect

Proceed without connecting

Best practices

Our highest converting clients typically introduce this section as "Finish setting up your account," "Complete your application," or similar wording that is easy to understand for their end users.

Use colour and font size to emphasize that financial data connectivity is the default option.

Provide enough context to your end users, such as the reason why you need the information in the first place: "This is a quick and easy way for you to share the financial information we need to complete your application."

and/or

a disclaimer on account security: "Don't worry, this is a secure process and your information will remain encrypted at all times."

Use our pre-built Flinks Connect user interface. For greater transparency, enable Flinks Connect's consent page to explicitly ask the end user for data access consent.

02.

Building trust at every step of the experience

All of the above is part and parcel of building trust with your clients.

Trust is essential to ensure that end users connect their financial accounts, which ultimately makes it easier and more efficient to start using your product. If an experience doesn't seem trustworthy or worthwhile, they will fall off — and shop around.

So what makes a user experience trustworthy? Here are some design principles, drawn from our highest-converting clients, to help you build your experience.

Brand : Deliver a consistent user experience

You put time, effort, thought, and resources into your brand. Every experience customers have with your brand says something about your business and the care that you put into it.

Flinks' highest converting clients ensure that the user experience flows seamlessly from their applications through Flinks' data connectivity and back to theirs again. They provide users with a cohesive experience — one that they recognize, know, and trust.

To help end users feel that financial data connectivity is part of your branded experience, the themes, colours, imagery, or tone and voice should remain consistent from the moment they land on your website, up until the point they're prompted to connect.

○ Takeaway : Match the user flow that leads to connecting financial accounts with the rest of your branded experience.

Financial data connectivity : Use Flinks' pre-built user-interface

To simplify matters, Flinks offers a pre-built connection experience. It's optimized for trust and conversion, offering a modern UI that is consistent with your branding.

Flinks Connect handles edge cases and possible friction points,such as multi-factor authentication (MFA) and two-factor authentication (2FA), that could otherwise provoke your end users to drop off. It also already includes a data-sharing consent step for added transparency.
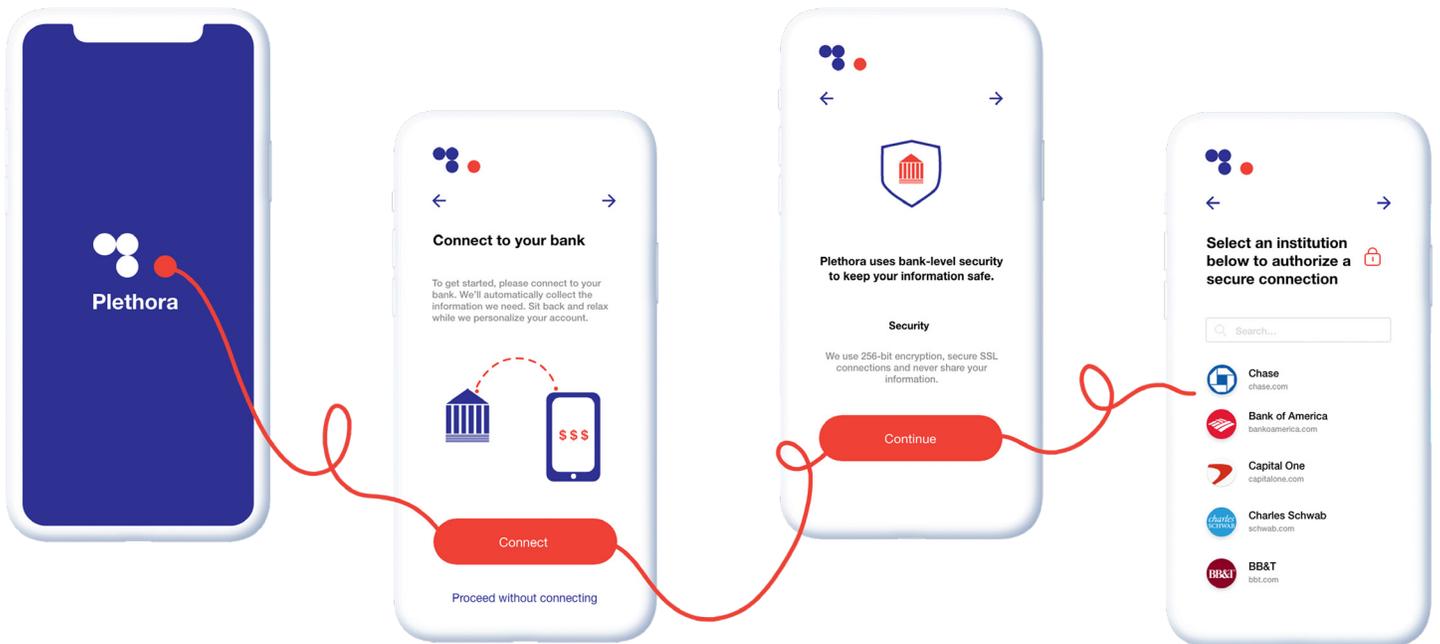
Application or onboarding flow : Give end users opportunities to go back to the default option

If your end users are confused or uncomfortable about financial data connectivity, it's best to provide an alternative route, unless connecting a financial account is critical.

With this in mind, our highest converting clients have designed a user flow that continues to encourage users to change their mind, and give them opportunities to opt back in.

Copywriting : Get customer-centric about the benefits of data connectivity

It's not you, it's me.

Your customers care about what's in it for them. They want to save time, effort, and resources while still getting what they want. Remind them of what they're getting and do it in as few steps as possible.

Tell them the benefits but get to the point quickly, in user-friendly language.

On your website : Be transparent about data connectivity

Present clear, concise, and user-centric information on data connectivity, security, and privacy. Consider having it on your website in user-friendly language. Answer your clients' questions around the who, what, how, and whys of data connectivity before they even think to ask them.

Application flow : Simplify and optimize data collection

Flinks' clients and their end users choose Flinks because it is effective, efficient, trustworthy, user-friendly, and secure. Keep those benefits in mind while you build the other steps of your application or onboarding flow. If you need them to provide information that Flinks already collects for you, then save your end users the added step of inputting it for you.

Understanding what Flinks can do for you and your clients is key to unlocking benefits for all.

A trust checklist from Flinks' highest converting clients

○ Use brand messaging to clearly state the benefits for users who connect their financial accounts.

○ Reduce the number of steps of their onboarding and application flow to the bare minimum.

○ Indicate their progress to complete the flow with options to pause, save information, and come back later, if necessary.

○ Simplify messaging, presenting a short version of terms and conditions with links to read more.

○ Use relevant trust indicators that will resonate with your end users: user reviews, testimonial from trustworthy high-profile users, your own public presence in the media, standards and certifications, as well as technical jargon (such as "protected by bank-level security") are all ways you are signalling that they can trust your brand.

You're ready to design or improve your application flow, and you'd like more help? Get in touch with your Relationship Manager, and they'll assist your team.

Ready. Set. Build !