

Embedded Finance Options

It's What Your Customers
Now Expect





Introduction

In the past few years, we've witnessed a significant transformation in the financial services space. Embedded finance is central to this shift, where financial tools like payments, lending, insurance, and banking are built directly into non-financial platforms. We no longer ask customers to go to a bank or open a separate app. Instead, we're bringing these services to where they already are—shopping online, booking a ride, making a big purchase, or running their business.

What We Mean by Embedded Finance

Embedded finance is all about weaving financial capabilities into everyday digital experiences. Think about paying for your ride in the same app where you book it—no redirects, no extra steps. Or a small business offering "buy now, pay later" on its website without involving a bank directly. It is the essence of embedded finance.

It isn't an entirely new idea—store credit cards and in-store financing have been around for years. But what's changed is the scale and ease with which any company can offer these services using modern technology and just a few lines of code.



Why Embedded Finance Is Booming

The embedded finance market will surpass \$7 trillion by 2030, driven by four key factors we've observed fueling this rapid growth:

Reasons for Embedded Finance Growth



Digital Transformation

Businesses leverage digital tools to enhance customer engagement and revenue.



Technological Advancements

Fintech innovations simplify financial service integration.



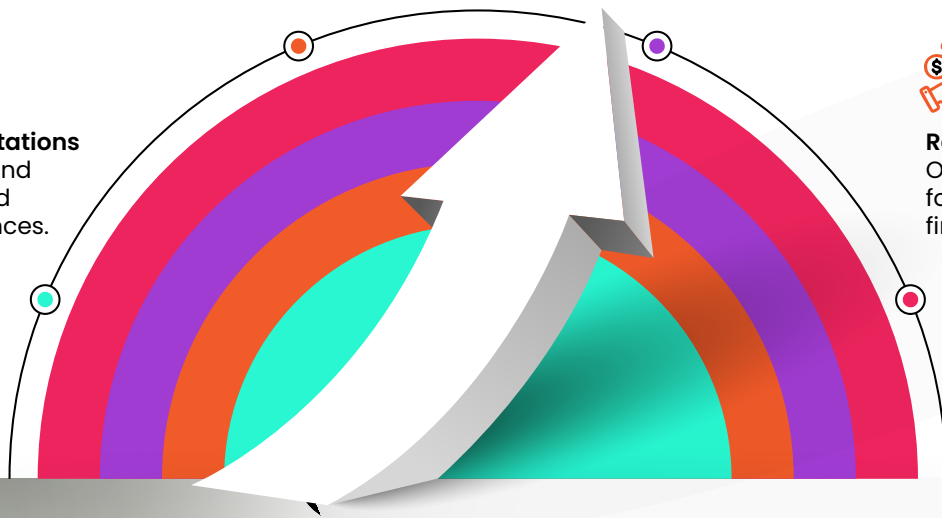
Consumer Expectations

Customers demand instant, integrated financial experiences.



Regulatory Support

Open banking and PSD2 foster innovation in financial services.



- **Consumers Expect More**

Today's customers want smooth, instant experiences. They don't want to jump between apps to make a payment or apply for credit. If it's not integrated, it's not good enough.

- **Digital Transformation Is Everywhere**

Businesses are digital, and embedded finance adds real value. It boosts customer stickiness and opens up new revenue streams; we've seen firsthand how powerful that can be.

- **Technology Makes It Easy**

Thanks to fintech enablers like Stripe, Plaid, and Marqeta, embedding payments or lending isn't as complex as it used to be. APIs and Banking-as-a-Service (BaaS) have lowered the barrier to entry.

- **Regulation Is Playing a Supportive Role**

Open Banking in the UK and EU PSD2 (Revised Payment Services Directive) have created frameworks supporting innovation. These regulations are helping embedded finance models thrive.



Where We See Embedded Finance Making a Difference

Here are the areas where embedded finance is already delivering a significant impact:

- **Embedded Payments**
Apps like Amazon, Lyft, and DoorDash have made it effortless for customers to pay without thinking twice. Payment is no longer a separate action—it's part of the flow.
- **Embedded Lending**
BNPL services like Klarna and Affirm are reshaping credit. Customers can break up their payments right at checkout—no paperwork, no bank visit.
- **Embedded Insurance**
It's all built right in, from ride-hailing apps offering trip protection to travel sites selling cancellation insurance and car platforms bundling insurance quotes.
- **Embedded Banking for SMBs**
Platforms like Shopify and Square offer small businesses everything from debit cards to working capital without the need to visit a bank branch.
- **Embedded Wealth & Crypto**
Apps like Robinhood and Cash App let people invest in stocks or crypto as easily as sending a text. Now, even lifestyle apps are getting into fractional investing.

Key Risks and Mitigations

As excited as we are about embedded finance, we're also realistic about the risks:

- **Regulatory Complexity**
Even if a company isn't a bank, offering financial tools means dealing with financial regulations. You need the right partners or expertise to do it right.
- **Data Privacy & Security**
Financial data is sensitive. When it flows through non-financial platforms, the responsibility to protect it—and the trust it represents—is vast.
- **Customer Confusion**
When something goes wrong, who's accountable—the platform, the bank, or the fintech provider? Lack of clarity can damage trust.
- **Dependency on Tech Partners**
Companies that embed finance depend heavily on external fintech partners for uptime, compliance, and innovation, so they must manage that reliance strategically.

That's why we always recommend working with an experienced, globally capable professional services firm that can help you navigate the gray areas and intervene when things go wrong.

A low-cost, AI-augmented human support team can often deliver a 2–3x ROI. This value comes through stronger brand engagement, reduced churn, improved customer satisfaction, and better sales outcomes.



Final Thoughts

Embedded finance isn't just a trend—it's a paradigm shift. It changes the way people interact with money. Done right, it makes financial services invisible but indispensable, integrated into life, not isolated from it.



For Fintechs

it's a new distribution engine.



For Brands

it's a way to deepen relationships and boost revenue.



For Consumers

it's a more intuitive, more convenient financial experience.

When we layer in smart, scalable support—human-first and AI-powered—we minimize risk and create a competitive advantage.

The future of finance isn't just about banks. It's about being exactly where your customers are—ready to serve.

In short, IGT Solutions helps you manage risk, optimize costs, and elevate customer experience—so you can focus on scaling embedded finance as a driver of growth and innovation. Customers demand frictionless, reliable financial experiences. If you embed the technology without expert support, you risk turning a powerful differentiator into a frustrating touchpoint.

Ready to transform your embedded finance strategy?

¹Source: Embedded finance transaction value to more than double to \$7 trillion in US by 2026, but financial institutions must move quickly to keep up—Bain & Company and Bain Capital report.





Embedding Support Is as Critical as Embedding Finance

As you integrate financial services into your products, remember that customers expect more than seamless payments or lending options—they expect those services to work flawlessly around the clock and to have expert help available whenever they encounter questions or issues. At IGT Solutions, we understand that embedding the technology is only half the battle; embedding the proper support infrastructure ensures long-term success.

By partnering with IGT Solutions, you gain:

- **Deep Compliance and Risk Expertise**

We maintain a dedicated team of compliance specialists, policy experts, and cybersecurity professionals who stay ahead of regulatory changes (for example, PSD2 in Europe or evolving Open Banking requirements in the UK). That means you can confidently launch embedded finance features without worrying about gaps in regulatory coverage or data security vulnerabilities.

- **Cost-Efficient, Scalable Support**

Our human-based, AI-backed model delivers enterprise-grade customer service at a fraction of the cost of building an in-house team. Whether you need ten support agents or 1,000, we scale with you so you never have to delay growth or overinvest in headcount.

- **Around-the-Clock Multilingual Service**

Today's consumers expect help at any hour and in their preferred language. We staff our 24/7 multilingual support teams with analysts with deep fintech domain knowledge. It ensures our customers get quick, accurate answers to questions, boosting satisfaction and reducing churn.

- **Freedom to Focus on Core Innovation**

When you outsource non-core but mission-critical functions—like compliance monitoring, technical troubleshooting, and customer assistance—you free up your internal teams to concentrate on product enhancements, new feature rollouts, and strategic initiatives that differentiate your brand.

- **Measurable Revenue Uplift and Retention**

Excellent support doesn't just solve problems; it creates upsell opportunities, fosters loyalty, and drives repeat business. By delivering quick, expert resolutions, IGT Solutions helps you keep customers engaged and more likely to use your embedded finance tools repeatedly.



Summary: Seize the Embedded Finance Advantage

This white paper explores how directly embedding financial services—payments, lending, insurance, and banking—into non-financial platforms reshapes customer expectations.

- **Tap into a \$7 Trillion Market:** Integrate payments, lending, insurance, and banking into your platform to drive exponential growth by 2030¹.
- **Explore Five Real-World Use Cases:** From frictionless checkout on Amazon and Lyft to BNPL via Klarna, embedded insurance in ride-sharing, SMB banking through Shopify, and seamless stock/crypto access on Robinhood.
- **Address Critical Risks:** Manage regulatory complexity, protect sensitive data, prevent customer confusion, and control dependencies on fintech partners.
- **Emphasize Support as a Differentiator:** Embedding technology alone isn't enough—customers need expert, 24/7 assistance to ensure satisfaction and loyalty.
- **Leverage IGT Solutions' Competitive Edge:** Gain deep compliance expertise, scalable, cost-efficient multilingual support, and measurable ROI to ensure your embedded finance features delight users and drive retention.