The secret to a better digital lending experience: Connected protection powered by integration

Digital lending has transformed how consumers access credit, becoming one of the fastest growing channels for borrowing. And as more lending journeys move online, customer expectations continue to rise.

“Digital lending has evolved and is reshaping how lenders reach customers,” said Mike Dawson, Sales Vice President, Securian Financial. “But the way products are delivered is still catching up.”

As digital lending grows, borrowers expect experiences that are not only fast, but also simple, connected and easy to navigate. “At its best, digital lending removes friction from how consumers access credit,” said David Himmel, Director of Enterprise Partnerships, Walnut Insurance.

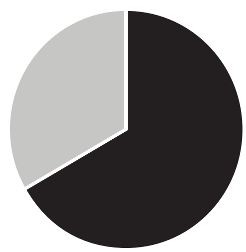
But while loan origination has evolved quickly, other parts of the experience haven’t kept pace.

What didn’t make the transition

When a borrower visits a credit union or bank, the process is familiar. Digital lending is different.

Entry points, journeys, systems and user experiences vary widely. In the shift, the human element has been lost. “That sense of care hasn’t fully come through in every part of the journey,” said Himmel.

The gap becomes more obvious when payment protection enters the experience.



The shift to digital

Nearly two-thirds of personal loans are now originated through digital channels, according to CoinLaw.[1]

Why payment protection fell behind

Payment protection has long delivered value in traditional lending, from added revenue to stronger loan performance. But in digital environments, it hasn’t kept up.

For lenders, the priority is speed. “Digital lenders are focused on creating experiences that are simple, intuitive and easy to navigate,” said Dawson. “If protection doesn’t fit naturally into that journey, it can feel like an extra step.”

But the real challenge is behind the scenes. While enrollment is simple, tech resources are limited and prioritization can be a challenge. Additionally, it requires planning to connect premium collections, claims and status changes to their various separate systems. The disconnect between front-end simplicity and back-end complexity is where friction lives.

How to fix it

A better experience doesn't come from moving faster. It comes from connecting everything.

Start with enrollment integration

For borrowers, protection should feel like part of the journey, not a separate step. "They shouldn't have to leave the digital lending experience to acquire the product," said Himmel. "It should feel like a natural part of how the loan is offered and managed."

But delivering that means solving what happens behind the scenes. Most digital lending journeys were built to originate loans, not support add-on products. As a result, quoting, fulfilment, documents, calculations and updates are often treated as complex technical lifts, leading to disconnected experiences.

A better approach solves both sides:

- A simple, connected experience for borrowers
- No added operational burden for lenders

This means systems working together to manage enrollment, billing and claims automatically.

A better way to bring protection into digital lending

Solving this requires both deep insurance expertise and the ability to deliver it seamlessly in a digital environment. Together, Securian Financial and Walnut Insurance bring both.

- Proven strength in product design, compliance and claims
- Technology that embeds protection directly into digital journeys, including FlexTech™

The result is a more connected experience that works for both the borrow and the lender.

Why it matters

As digital lending grows, expectations are rising. Borrowers expect simple, connected experiences along with protection offers at the point of sale. Lenders expect solutions that integrate without added work.

"What matters now is bringing the right technology and product together in a way that works seamlessly," said Dawson.

Speed got digital lending here. Integration takes it further.

1. Fintech lending statistics 2026: Real insights now, CoinLaw, May 28, 2026.

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Payment protection refers to our suite of products that support lending solutions sold through financial institutions. These products include debt protection and credit insurance.

Insurance products are issued by Minnesota Life Insurance Company or Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Property and casualty insurance products are issued by Securian Casualty Company, a New York authorized insurer. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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