

# Best Practices to Help Credit Unions Enhance Financial Inclusion Engagement

Co-hosted by:



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# Agenda

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- Welcome
- Partnering for Impact: Experian & Inclusiv
- Fireside Chat: Raiz Federal Credit Union CEO
- Q&A



# Poll Question 1: What are the **common challenges** that you face as a Credit Union in launching financial inclusion?

**A.**

Increasing revenue by expanding to new markets and reaching non-members

**B.**

Enhancing our brand and commitment to DEI and community development

**C.**

Finding the staff and budget resources to deploy this initiative

**D.**

Managing the reality / "perception" of risk in working with untapped audiences

**E.**

Aligning with regulator guidelines



# Today's Speakers



**Max Villaronga**  
President and CEO



**Pablo DeFilippi**  
EVP – Inclusiv Network



**Sue Schroeder**  
Senior Director,  
Inclusion Strategy



# Experian's commitment to credit unions and financial inclusion

Only credit bureau with a long-standing national credit union team

## National Credit Union Team

Credit Union Advisory Board

Regional Credit Union Forums

Industry Events

Annual Vision Conference



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EXPERIAN EMPOWERING OPPORTUNITIES

Measure and Track Progress

Find and Reach Underserved

Inform Vulnerable Populations

Establish Partnerships



“

This work is part of our commitment to financial inclusion for all. We're proud to partner with CDFIs, MDIs and organizations like the **Inclusiv Network**, to reach and empower the underserved.

— Wil Lewis, *Global Chief DEI Officer, Experian*

Working together to empower the next era of inclusive growth



/inclusiv/



experian



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# Experian and Inclusiv: Partnering for Impact

## Joint mission to accelerate financial inclusion

### Juntos Avanzamos



Credit education resources in English and Spanish

### CDFI Expansion



Tools to reach and empower underserved communities

### Best Practices



Provide insights, trends and thought leadership

# Best Practice discussion



**Max Villaronga**

*President and CEO*  
Raiz Federal Credit Union



## Best Practices Discussion



Advice for CEOs and mission-driven organizations



Building trust in underserved communities



Best practices and common myths

## Debunking myths about inclusion

**Marginalized  
communities** are too  
risky to serve



**Outreaching to  
untapped,  
underserved markets**  
is not profitable



**Pricing the product** is  
too challenging



# Partnering Together to Drive Impact and Membership Growth



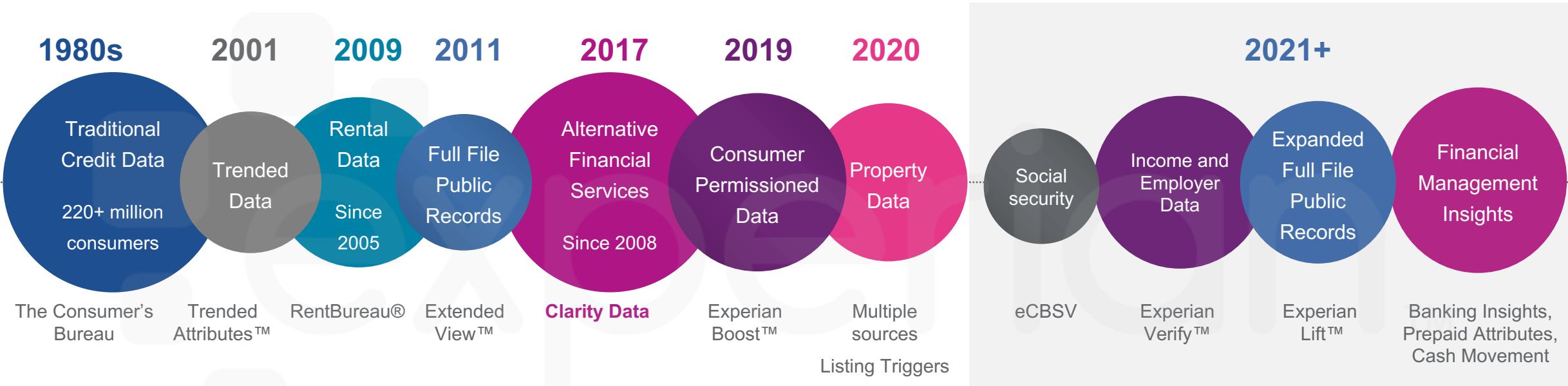
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# Expanding FCRA-regulated data to drive greater inclusion

Providing more insights to drive business outcomes in lending, marketing, decisioning, modeling, and more



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# Power new strategies to reach more new and existing members

Incorporate expanded FCRA data, including financial account and cash transaction data, to grow portfolio without added risk



## Reach unique segments

Gain visibility to members/non-members with little or no credit history but plenty of untapped potential (*Millennials, Gen Z*)



## Obtain a complete view

Consult viable expanded FCRA data 'proxy' insights to approve credit or offer more favorable terms to millions of underserved



## Drive financial inclusion

Obtain insights on 250M+ consumers to ensure credit access for consumers not served by the mainstream credit system



## Identify credit invisibles

Uncover cash transaction behaviors on historically invisible or unscorable customers not utilizing traditional banking services



## One consolidated source

Unlock customized access to multiple DDA and non-bank financial transaction data in one single source (*DDA, Prepaid, Walk-in Bill Payment, Net Income*)

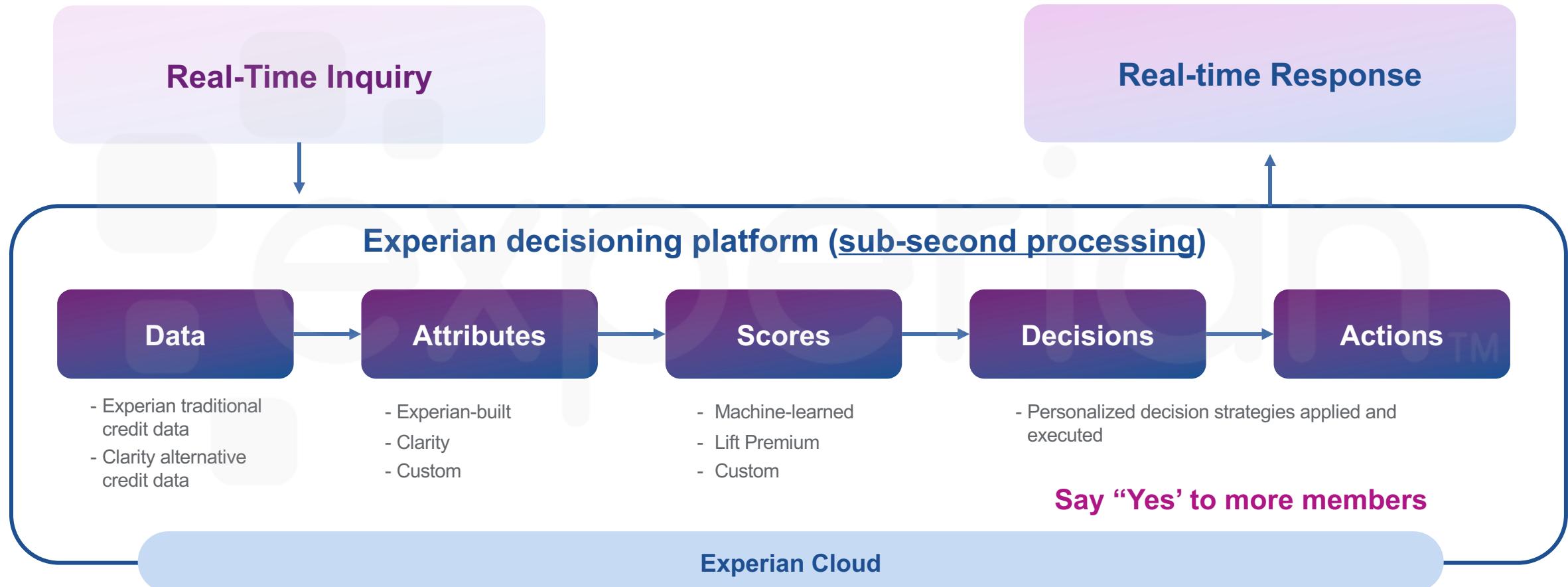


## Greater risk differentiation

Say 'Yes' to more of the right consumers without increasing default rates by utilizing tradeline proxy data



Leverage alternative FCRA-regulated data in a cloud environment to say “yes” to more potential members and improve the experience



# Raiz FCU and Experian partnership

## Serving the underserved marketplace



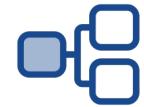
**Alternative FCRA-regulated data to identify members with alt finance activity**

Found thousands of members with activity outside Raiz FCU



**Outreach to those identified members with high-rate loans**

Engage members to open lower cost accounts with Raiz FCU



**Reduce friction and speed of decisioning through increased automation**

Increase automated decisioning **from 20% to 60%**

**What's Next:** Non-member and member credit education and inclusive dashboards



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## Poll Question 2: What is your **driving reason** for wanting to enhance financial inclusion?

**A.**

Help close the credit access gap for members and non-members

**B.**

Increase growth and revenue opportunities for our institution

**C.**

Stay in alignment with regulator and compliance guidelines

**D.**

Leave a legacy of financial empowerment



# Q&A with our speakers



**Max Villaronga**

President and CEO



**Pablo DeFilippi**

EVP – Inclusiv Network



**Sue Schroeder**

Sr. Director – Inclusion Strategy





If you would like to learn more how we can partner together to accelerate your financial inclusion goals:



Please contact your Experian client executive or complete the “contact us” form at:

**[experian.com/inclusionforward](http://experian.com/inclusionforward)**





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