



EXPERIAN. learningDAY 2022

Accelerate and maximize your data potential

EXPERIAN **learning**DAY₂₀₂₂

**Providing customers with a positively differentiated
experience at speed that exceeds expectations.**



Keshnie July

Global Consultant
Experian





WE HAVE SO MUCH MORE TO OFFER BEYOND DATA

We're innovators, problem-solvers and partners
— providing consultancy and software that
adapts and grows as you do.

WE CAN HELP SOLVE COMPLEX PROBLEMS, AND DRIVE OPPORTUNITY TODAY, AND TOMORROW

How do
you understand
who's at risk
in a volatile
market?

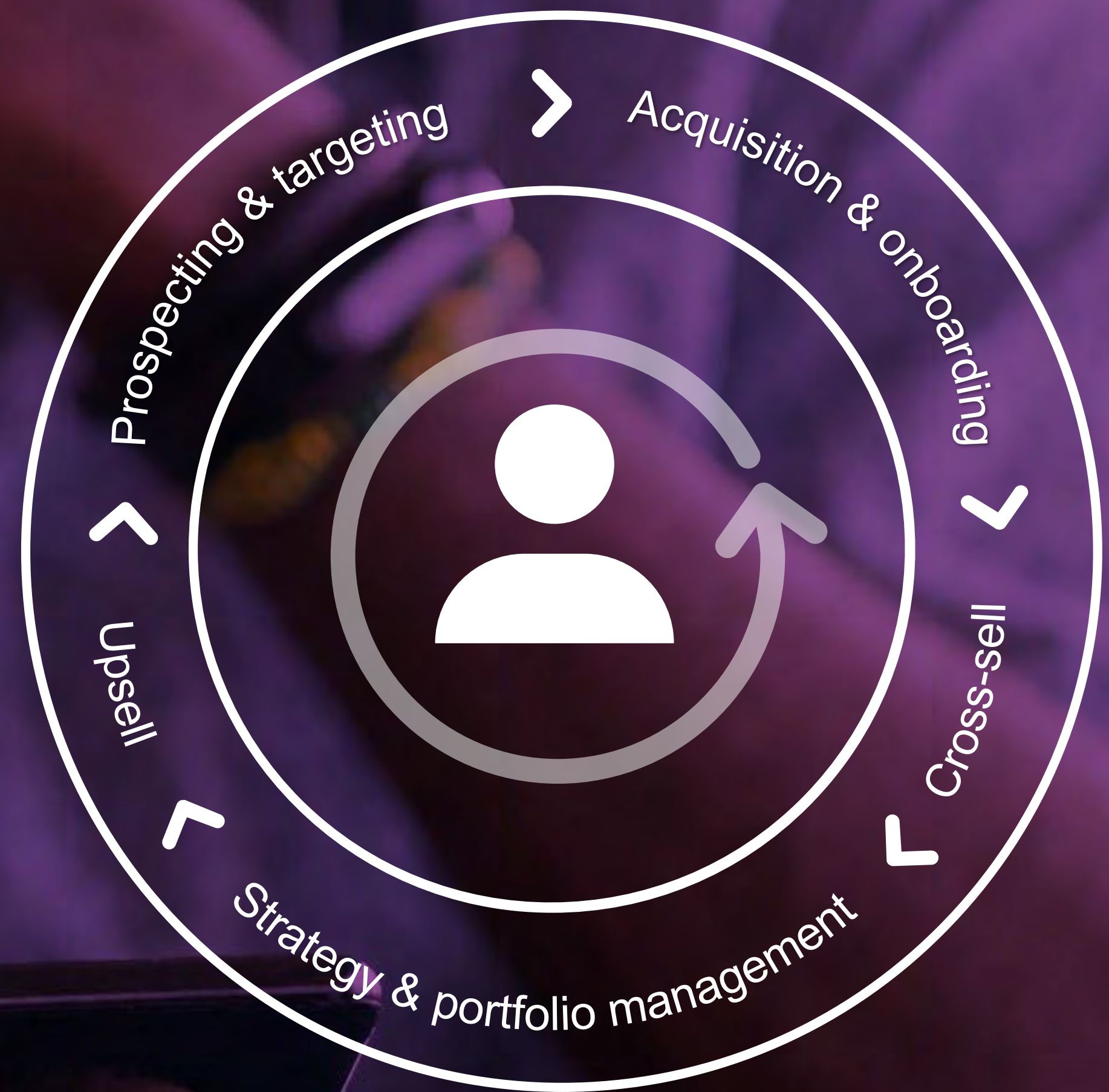
How do you
make fast,
accurate,
confident
customer
decisions?

How do
you identify,
support and
manage
the right
customers?

How do you
adapt your
strategies as
risks change?

How do
you scale up
your business
in such an
unpredictable
environment?

DECISIONS AND NEXT
BEST ACTIONS –
DESIGNED BY YOUR RULES,
EXACTLY AS YOU CHOOSE



WHY EXPERIAN FOR DECISION-MANAGEMENT?



30 years' experience serving 900 clients in 82 countries



7th biggest platform provider globally



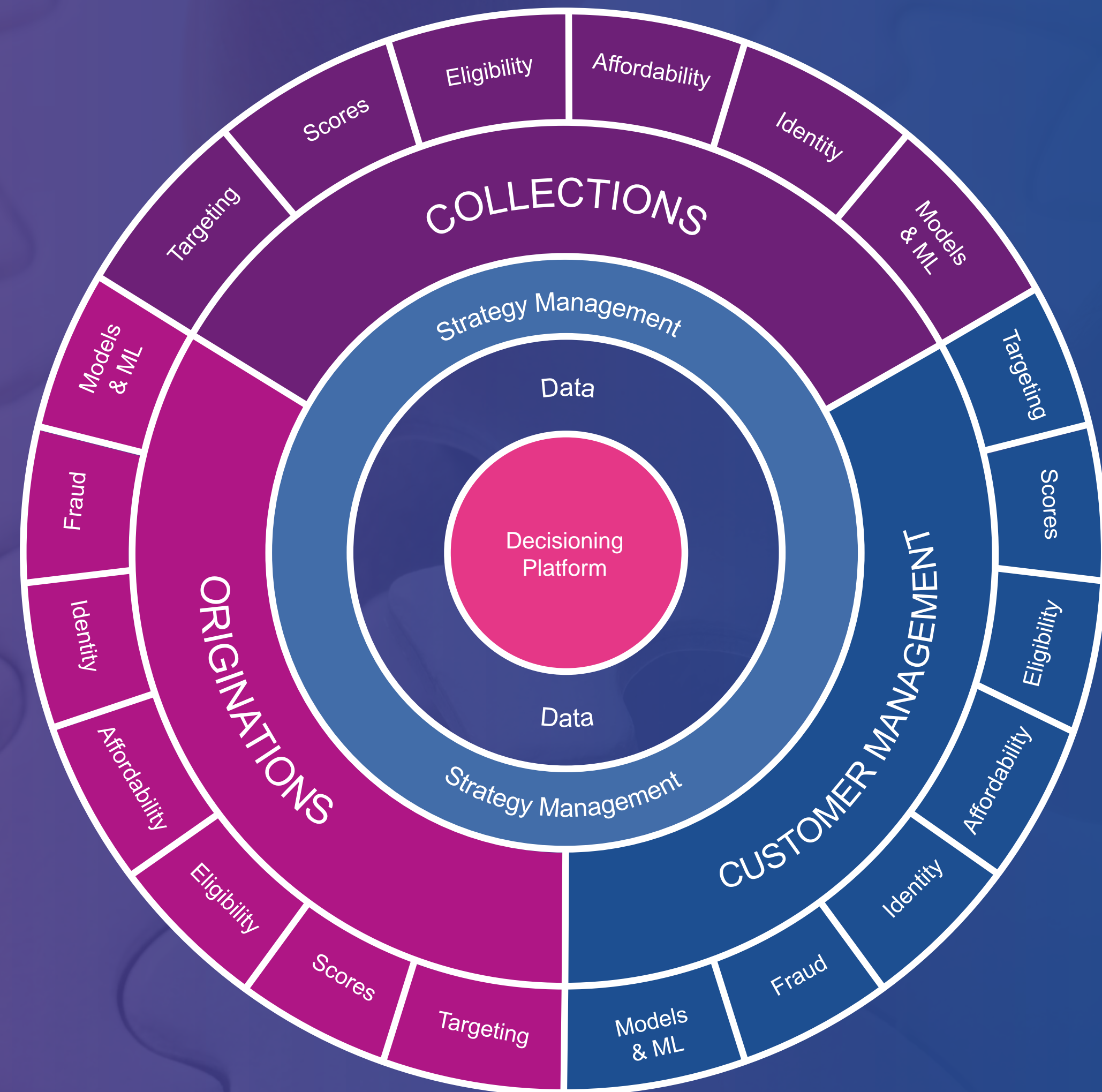
£100m+ investment in data, analytics and technology



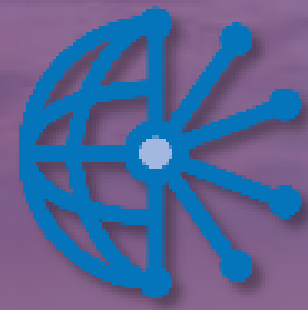
Best quality and breadth of consumer and commercial data & alternative, open data sources

PowerCurve®

Is a platform solution where decisioning strategies can be designed and monitored with advanced analytics in a user friendly environment with the goal to reduce costs, grow revenue and enhance customer satisfaction.



PowerCurve® Suite of Products



Strategy Management

Design, improve, test and deploy decisioning strategies



Connectivity & Enrichment

Connect data sources into the workflow to enrich insights



PowerCurve® Originations

Architect for a fast seamless onboarding process



PowerCurve® Customer Management

Monitor existing customers and identify opportunities



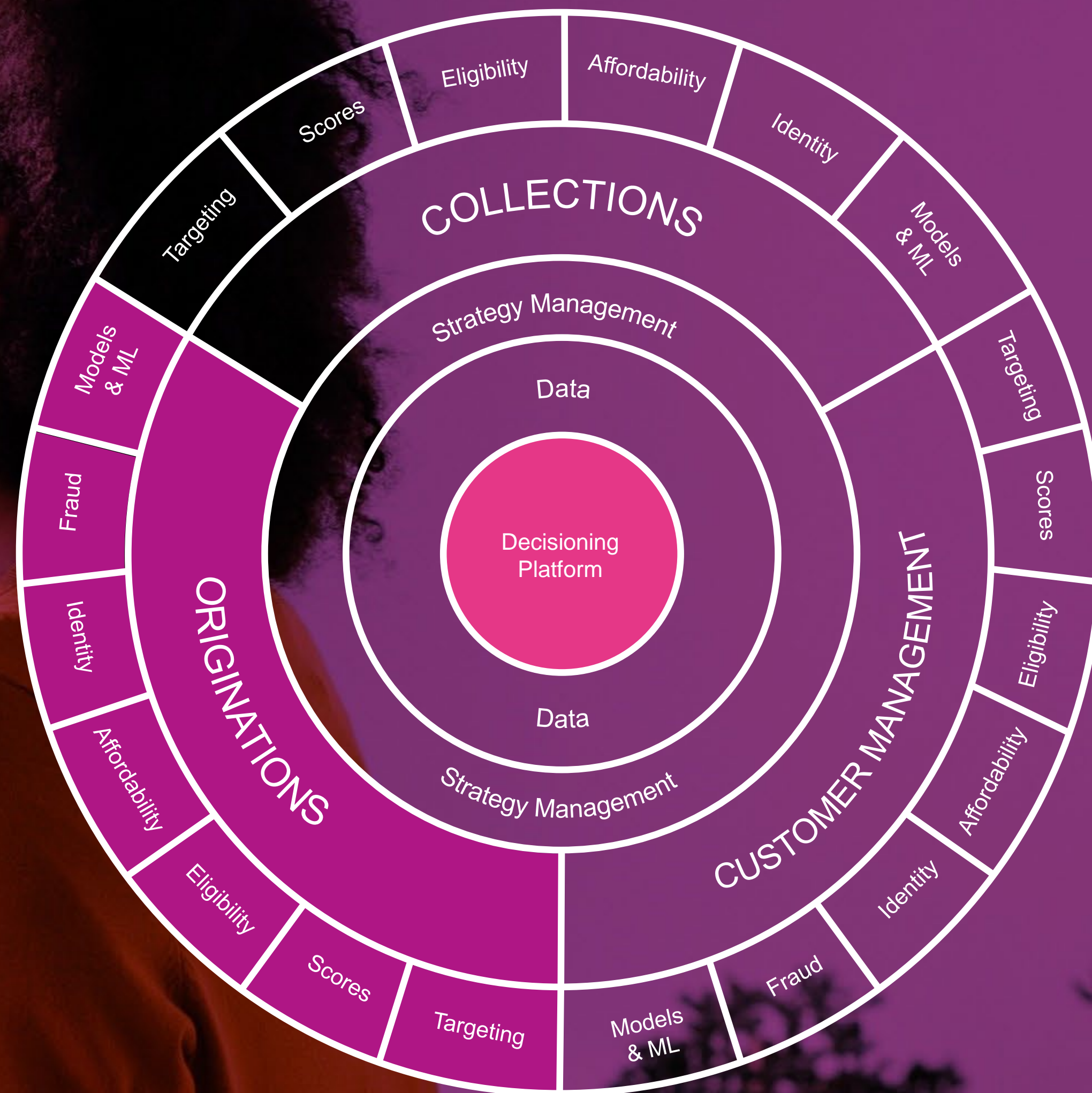
PowerCurve® Collections

Design a frictionless and automated collections process

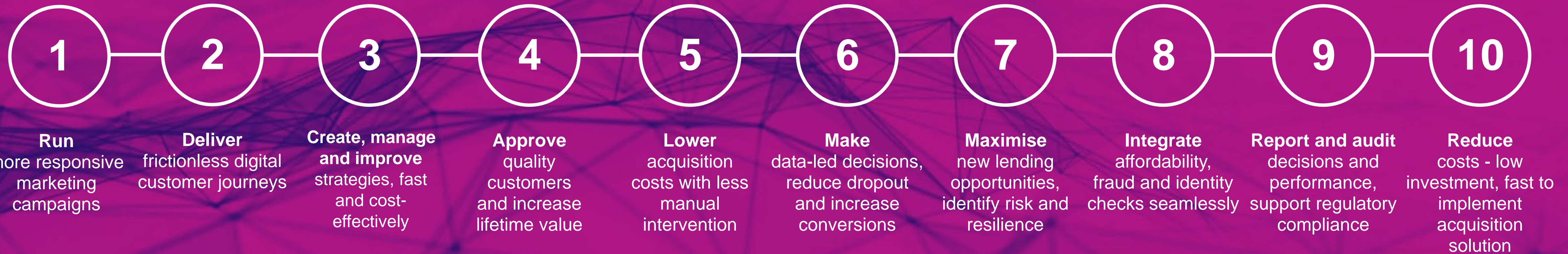
ORIGINATIONS

Discover. Understand. Innovate. Grow.

Discover new opportunities and turn applications to instant approvals with our new generation customer acquisition solution.



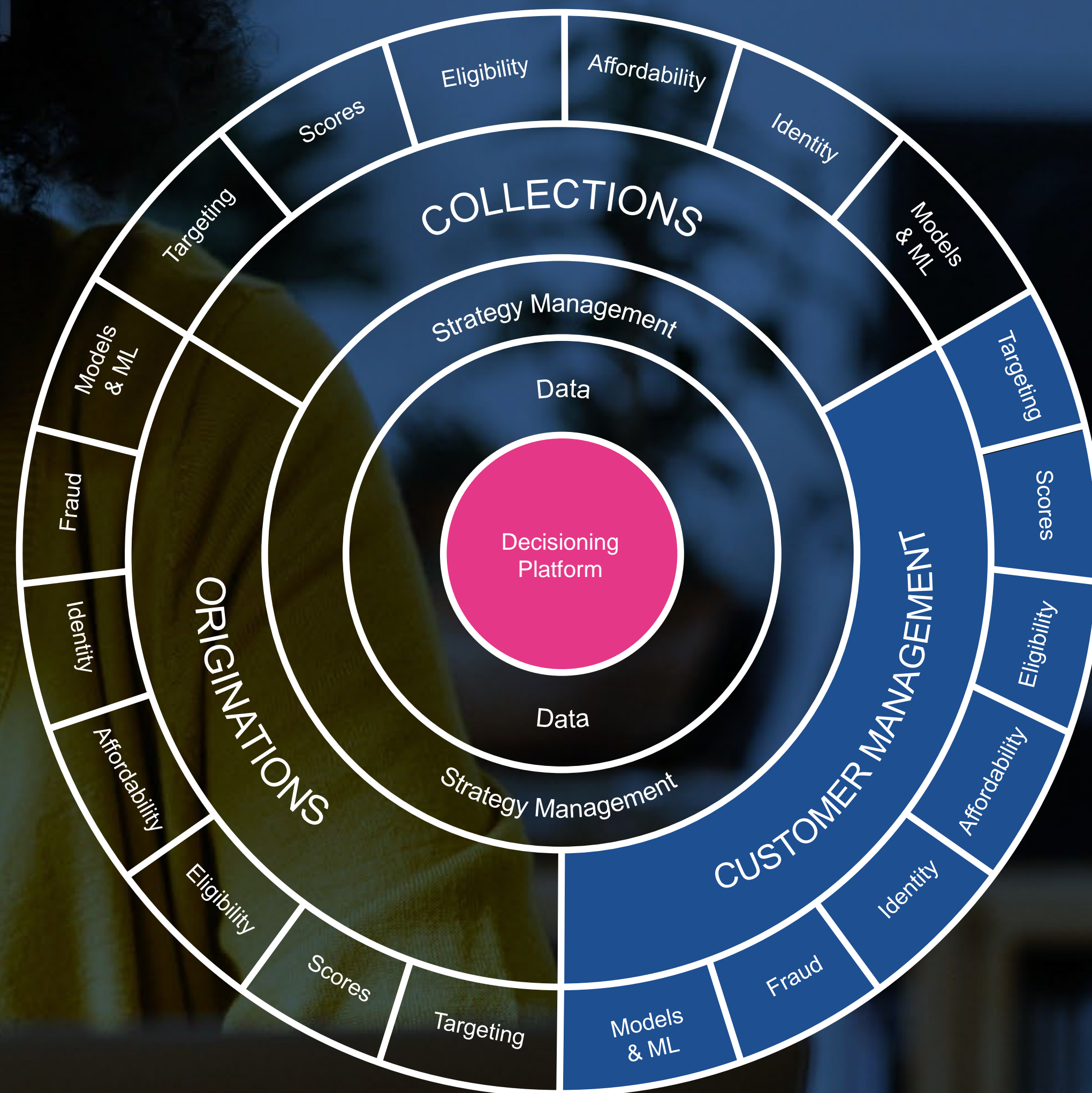
WITH ORIGINATIONS FROM EXPERIAN YOU CAN:



CUSTOMER MANAGEMENT

Discover. **Understand.** Innovate. Grow.

Understand your customers and turn insight into instant advantage with our new generation customer management solution.



WITH CUSTOMER MANAGEMENT FROM EXPERIAN YOU CAN:



Increase
customer
lifetime value to
drive growth and
revenue.

Save
money through
efficient customer
management and
pay as you use
SaaS.

Deploy
change fast for
competitive
advantage.

Reduce
attrition and credit
risk.

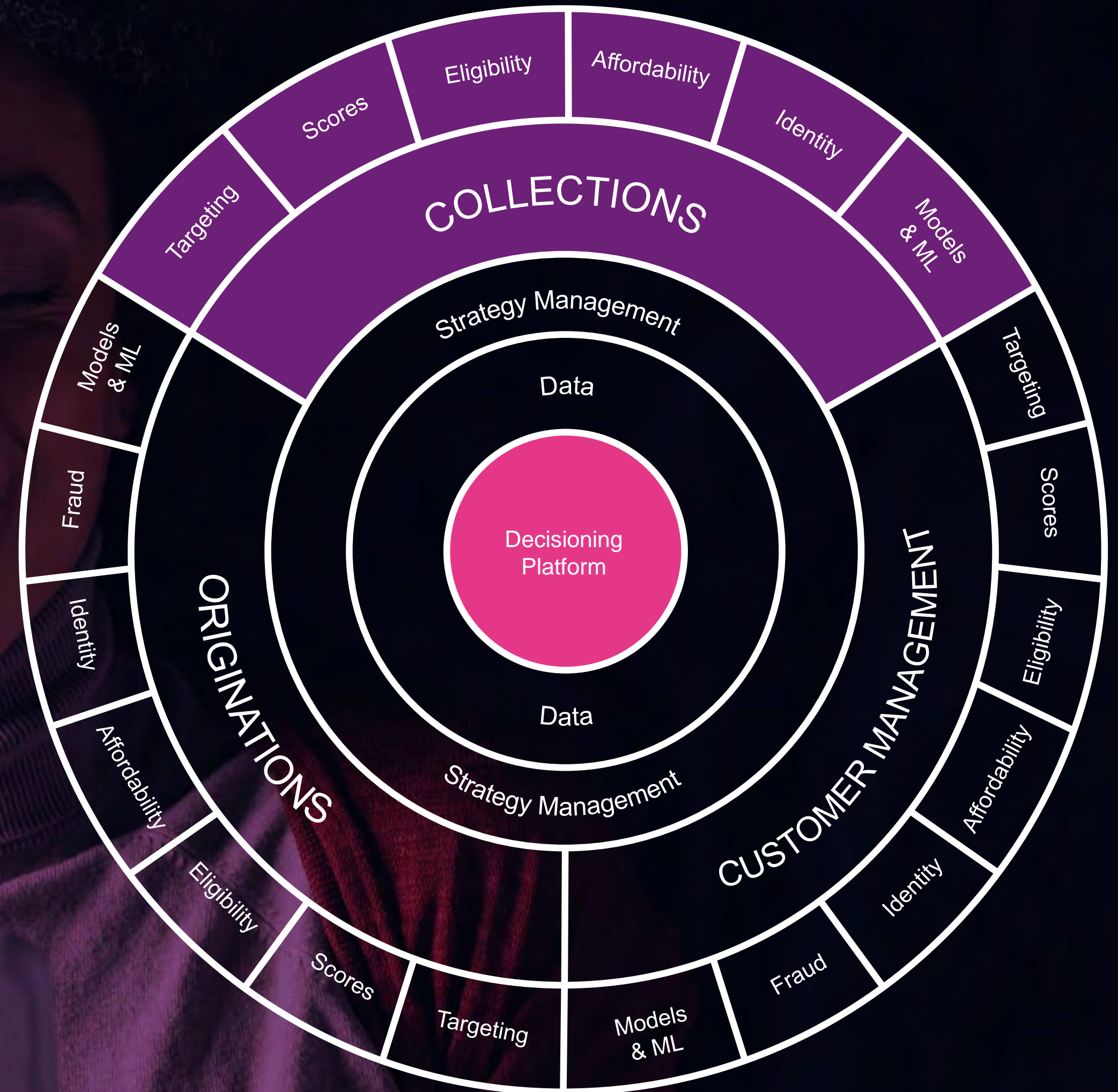
Understand
and perform
affordability across
the lifecycle.

Align
customer
management to
affordability and
compliance.

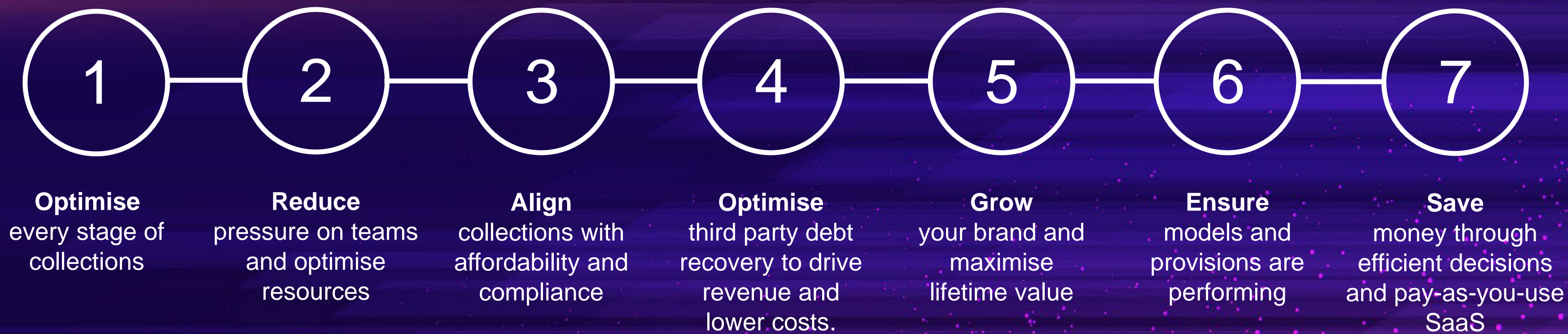
COLLECTIONS

Discover. Understand. **Innovate.** Grow.

Innovate your approach to supporting your customers in the new credit economy with our new generation customer-focused collections solution



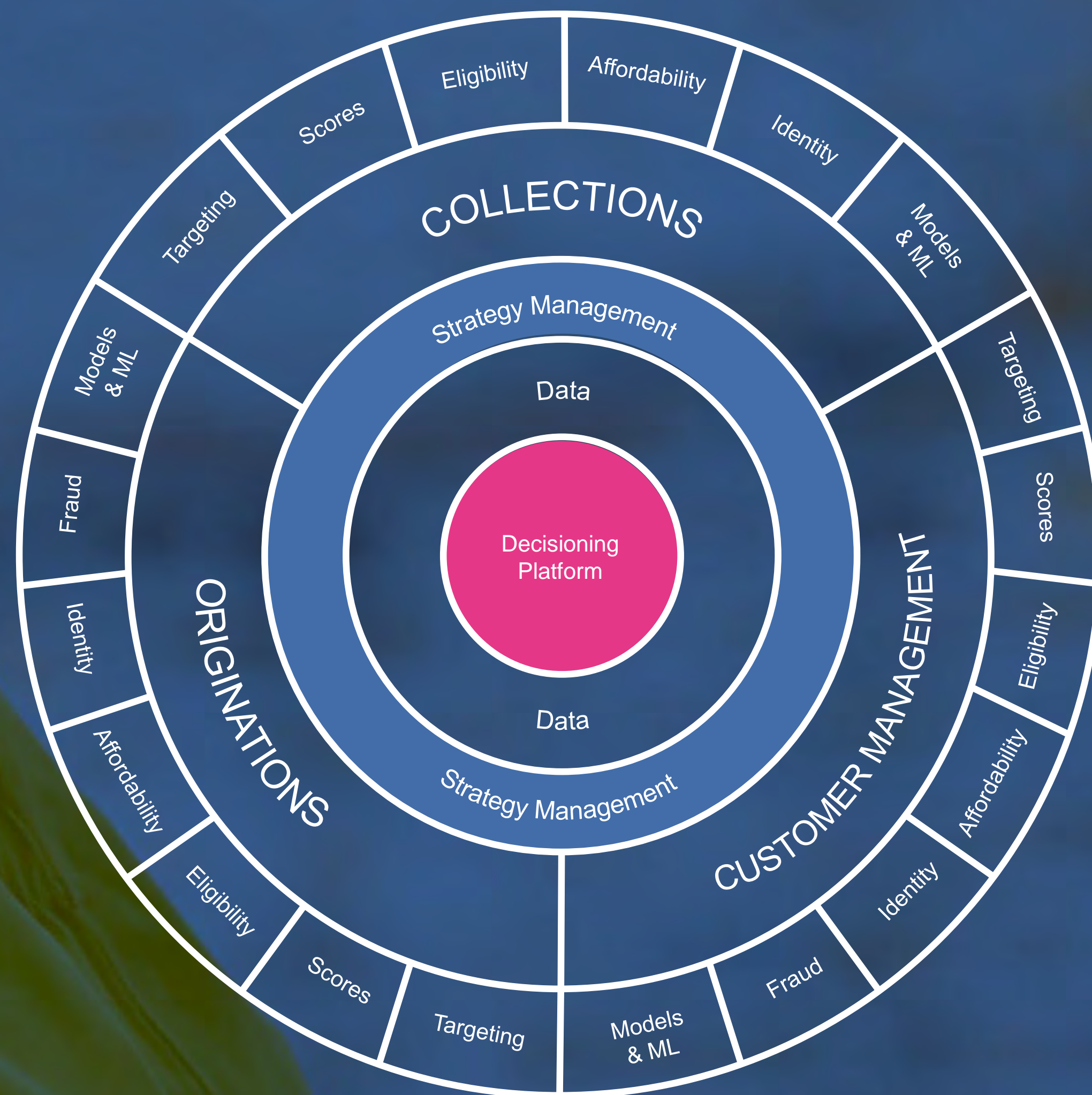
WITH COLLECTIONS FROM EXPERIAN YOU CAN:



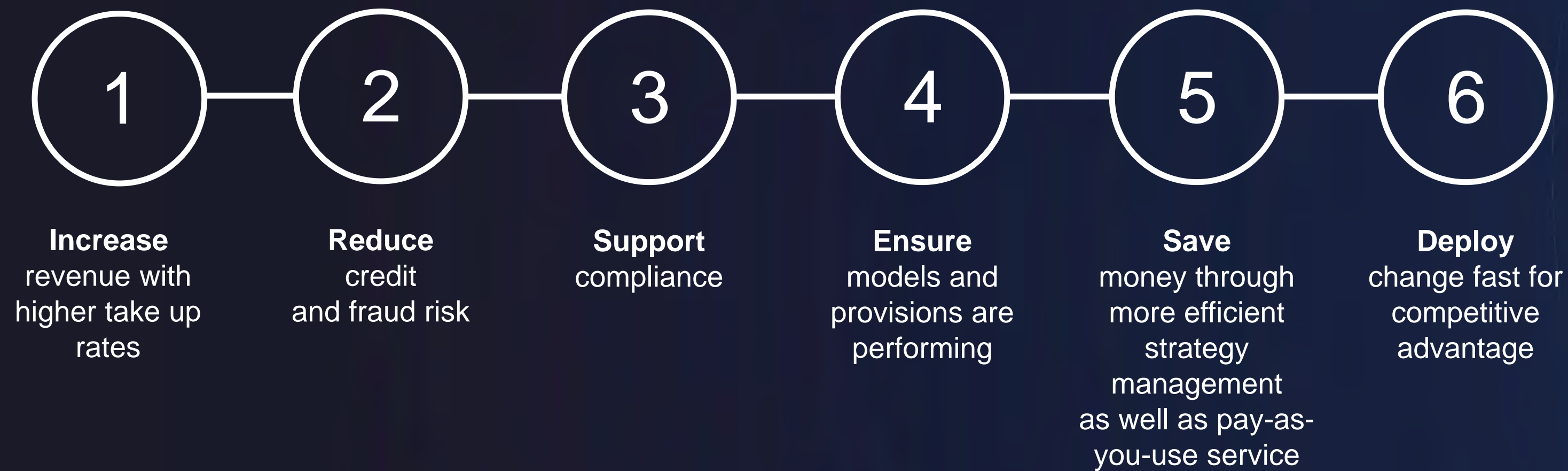
STRATEGY MANAGEMENT

Discover. Understand. Innovate. **Grow.**

We help you turn data into actionable insights in order to shape your business and marketing strategy to grow your brand



WITH STRATEGY MANAGEMENT FROM EXPERIAN YOU CAN:



OUR NEW GENERATION SAAS DECISIONING PLATFORM IS:



CLOUD
HOSTED
for speed,
agility, scale
and security



ML
ADVANCED
for creating
actionable
insights



DATA RICH
for a complete
view of your
customers



CUSTOMER-
CENTRIC
for fast,
frictionless
customer
journeys



PACKAGED,
MODULAR
& READY
TO GO
for instant
insight and
action



PAY-AS-
YOU-USE
for greater cost-
effectiveness
and value

THRIVE IN THE NEW CREDIT ECONOMY

Our next generation decisioning software gives you:

The ability and agility to react to market demands continuously and quickly

The option to keep technology simple and scale up or down

Experian expertise seamlessly integrated into existing IT

A simple way to monitor and fine-tune strategies, and provisions

A secure, interoperable decision environment that enables instant data, analytics operationalising - giving speed, and scale

WITH EXPERIAN'S DECISIONING PLATFORM YOU CAN BENEFIT FROM

Lower cost of acquiring valuable new customers

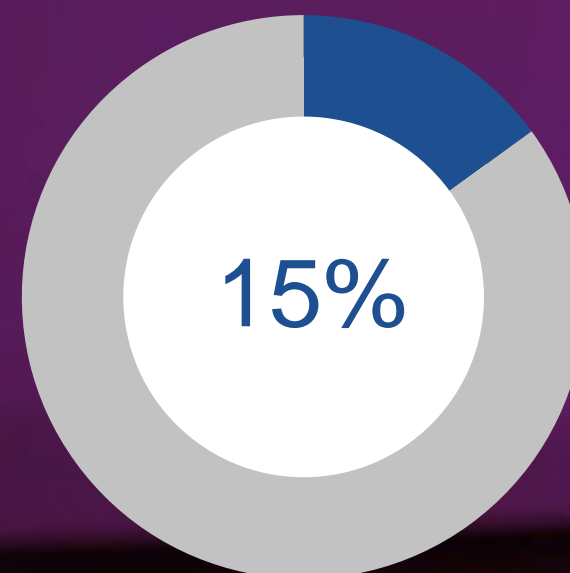
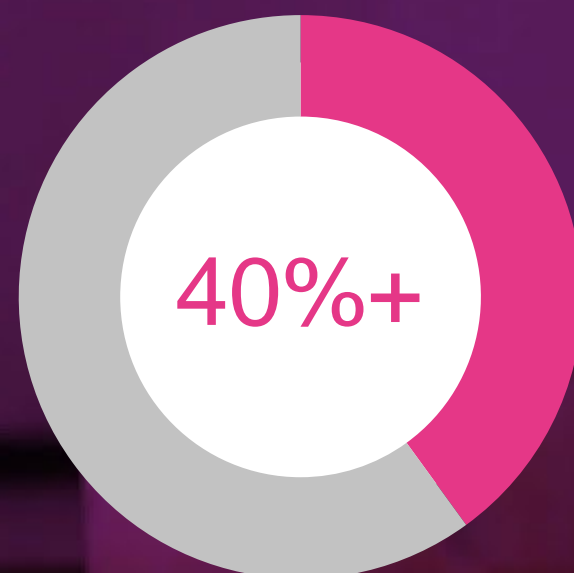
Reduced churn, fraud and credit risk & costs

Increased customer satisfaction

Certainty your models and provisions are performing

Uncovering new areas of market opportunity

Increased performance by up to



Churn reduction

WE'RE HERE TO HELP YOU



VISUALISE
WHOLE MARKET
AND CUSTOMER
DATA



DRAW
INSIGHTS



MAKE
INFORMED,
AUTOMATED
DECISIONS

OUR APPROACH TO PARTNERSHIPS



Working together, we can help you improve your customer journey.

We can help you grow, with confidence – always.



Bring greater efficiency, and accuracy to your decision management.

Together we can:

- Solve challenges
- Unlock new opportunities
- Achieve your business goals
- Today and tomorrow





Powering opportunity, today, tomorrow, together.

Questions?

CONTACT US



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