



# Experian – Consumer Services





# **Experian Consumer Solutions**

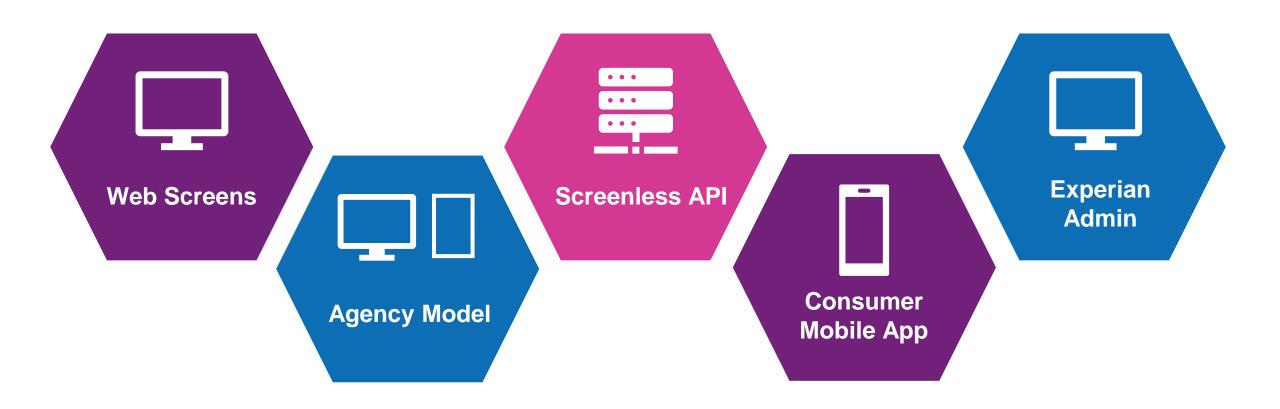
Experian products & technology help you enrich your consumer engagement

Experian Credit View Platform is an integrated API based service that helps to serve your consumers various needs. you can offer your consumer credit awareness features, provide impact analysis of life events on credit score. Experian Credit View also makes available various analytical modules that help to target and onboard the right consumer. The various subscription modules help in various consumer engagement strategies.





# Supports all Consumer Engagement Channels





# Experian Credit View API integration types



- API based Integration for backend interface for the client to integrate website, mobile app.
- Real time Bureau matching & Identity Authentication stages ensure one click response to end customer.
- Fully customizable customer journey – one screen/multiple screen as per clients engagement with customers.
- Flexibility to query API at any point in customer journey. UAT API for client to test various development scenarios.

Mobile apps & website



# **Experian Express**

- Plug & play Credit Report widget link hosted with Experian – used as a redirect from Clients website or mobile App.
- Least development needed Clients end. Customization available for 7 items as per clients requirement.
- Prepopulates data collected by client – Avoids duplication of data entry from the customer for Post login redirects.
- Payment module available can incorporate Revenue sharing mechanism for home page redirects.

White labeled web page



- Form page that can be easily incorporated into your webpage
- Multiple journey options for the consumer
- Same day Go Live
- Use node JS based Web SDK
- End to end solution from Experian

Web based Form

Multiple types of integration options – to support every Consumer journey



# Solutions for the Digital Consumer



### Solutions for the Digital Consumer

# **Enhanced Credit Information**

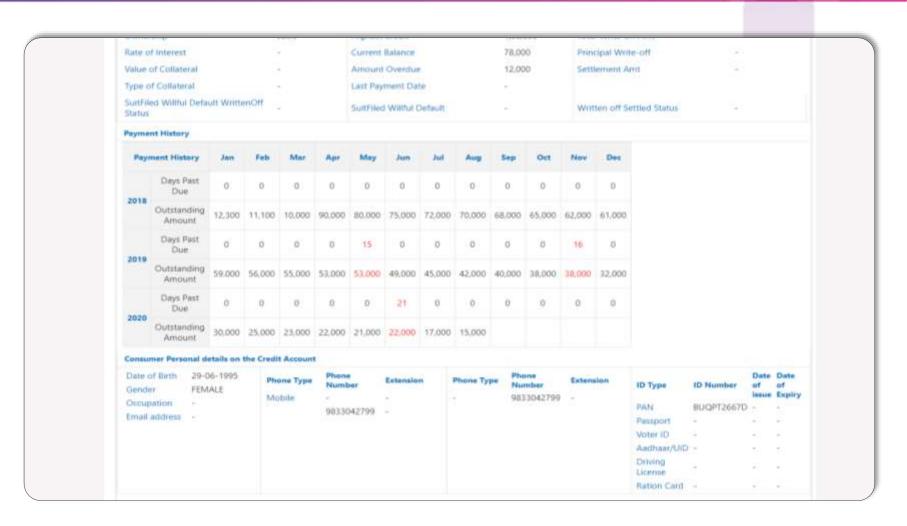
Enhanced variables in Consumer credit report

Give an added overview of repayment history by displaying monthly outstanding amounts to your consumer

Access Bureau Analytical models with Propensity Score, Income Estimation, Residence Stability Score

Add value to your existing Consumers by providing another dimension to the CIR

Coming Soon, Subscription & On Demand activation for the Enahnced Credit report





# Instant Integration using Experian Express

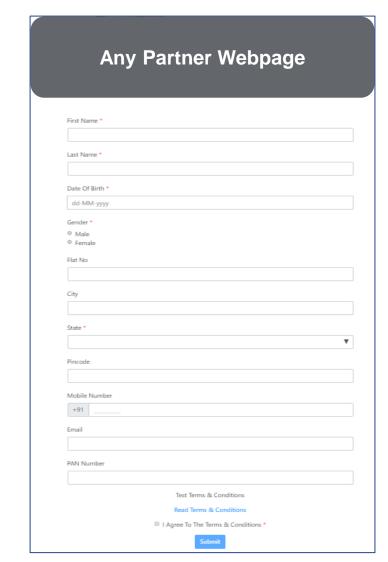
Instant Integration for Consumer Credit report using Experian Express

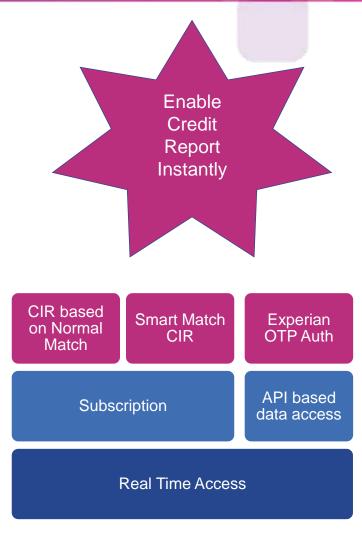
Quick Integration on your front end, One day Go live, Easy prototyping

Maintain look and feel of your existing consumer journey including Brand elements

Limited development requirement hence can be prioritized above tech tasks

Multiple journey options as per your use case & consumer campaign







### Solutions for the Digital Consumer

# **Experian Score Simulator**

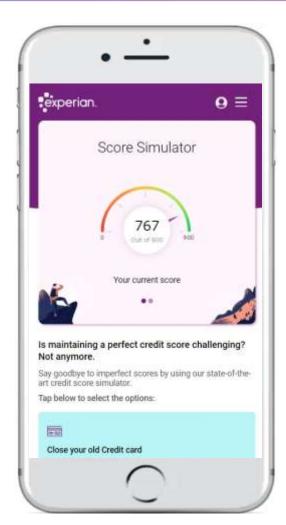
Life stage based selection criteria to connect with your consumer

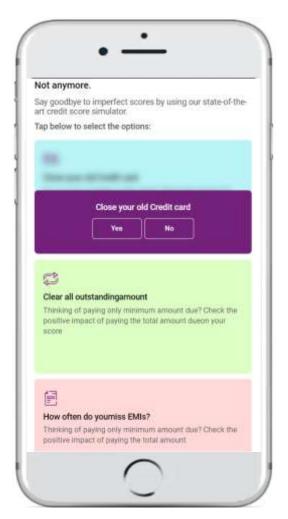
Opening and closing of accounts across various types of credit scenarios. Includes choice of repayment of loan accounts

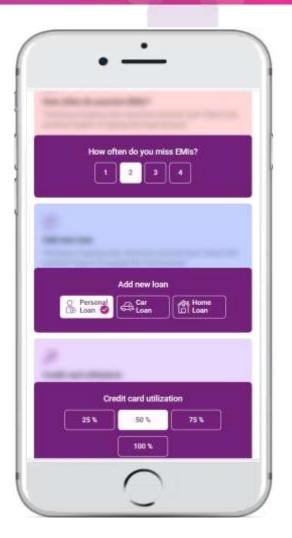
Includes choice of repayment of loan accounts

Simulates changes in Credit score for multiple selections done by the consumer. Game like orchestration to extend

Available on Experian Hosted platform. Works with Experian Credit Report.







Make your consumers aware of factors impacting Credit Score



# Custom View using Credit Report

Easy to read Delphi attributes to display Summarised credit report

### **SECTION 1**

Credit Score: - Experian Bureau Score & Infographic

### **SECTION 2**

Information on accounts, Live / Closed. Secured / Unsecured Accounts

### **SECTION 3**

Information on Outstanding Amounts, **Credit Card Utilization** 

### **SECTION 4**

Repayment track record. Displays maximum repayment delay.







Show a Quick Glance Credit Summary to your consumer



### Solutions for the Digital Consumer

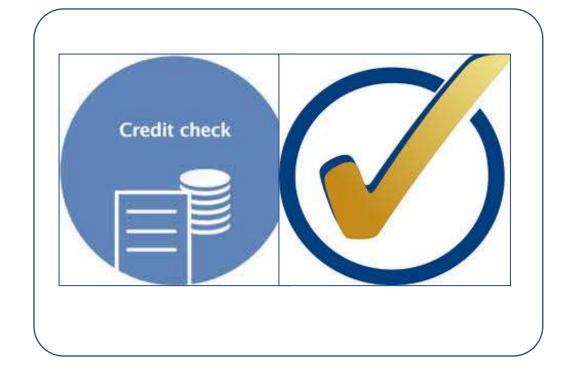
# Experian Credit Check

Start your consumer on the way to financial health

Check for availability of the consumer Credit report in one API call

Optimize your campaigns for the best response rates

Improve the consumer waterfall metrics by progressing only relevant consumer to the CIR workflow





# Experian Bureau Analytics - Real Time

Access Bureau Analytics in Real Time using Experian Credit View API

Standard CIR & Enhanced CIR available with Experian Bureau Score

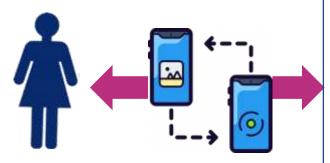
Income Estimation uses Bureau CIR to estimate the consumers income.

Propensity Score uses the existing loans from CIR & the life stage of the consumer to propose the next best product.

Residence Stability is used to check if a verification is required of the consumers residence.

Digital Insight Score uses payment history to provide a Risk score to New to credit consumer.

**Bureau Based Analytical Models** 



Consent based access to Credit report & Score

One Integration – Many types of Engagement for partner





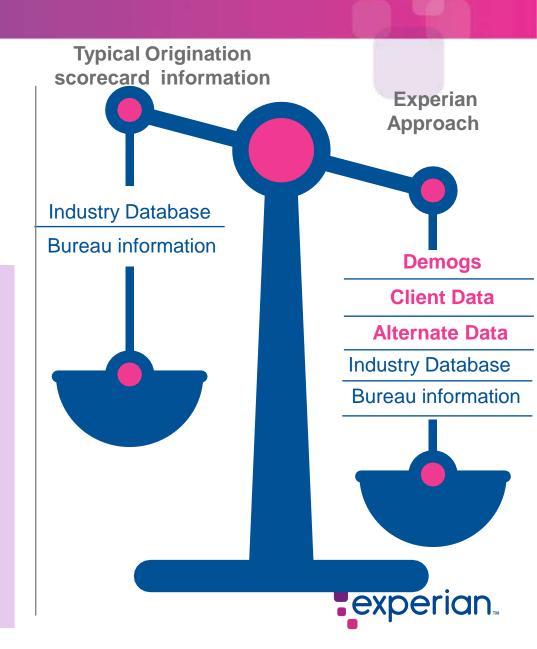


### Solutions for the Digital Consumer

# **Experian Bureau Analytics**



- Use multiple source of information to compensate for lack of historical information.
- Building look-alike portfolio to understand entire life cycle – even for NTC customers
- Demographic/Application related information to be taken from similar profile (including Hunter inquiries).
- Evaluating geographical delinquency trends (Industry level).
- Develop segment specific scorecard based on information availability for each segment.



# Experian Bureau Analytics

Income Estimation



- A customer's income will be directly proportional to the EMI that is being currently paid and loan that he/she has been approved for.
- This then helped us to estimate the customer's income. The incomes were then converted into bands which are shared with the client.



Can be used to check if the customer has adequate Life Insurance & Financial planning

New To Credit Score



- Experian NTC Score index indicates relative risk of customer who at the point of applying for loan had either no bureau presence (New to Credit customers) or bureau history is not recent enough to assign a score.
- The NTC score ranges are 1 10, 1 being highest risk and 10 being lowest risk.



This is available for customers with No Bureau Score & used to check for riskiness of the customer

Field Investigation Waiver Score



- Identifies Residence stability of individuals based on their reported addresses/phone numbers/ Identity Proofs in bureau at the point of application.
- The Score ranges are Very High, High, Medium and low. Where a low rank indicates, a person with least stability and just high risk.



Can be used to confirm address of the customer for communication purpose



# **Experian Bureau Analytics**

Credit Enquiries



 Credit scoring tends to focus on a customer's propensity to pay rather than their ability to pay Leverage Score Predicts; risk resulting from high levels of indebtedness also it identifies highly leveraged. Leverage score factors Income ratios, Balance Outstanding, Credit limit utilisation on credit cards, recent debts taken in the last 12 months,

To check if customer has adequate insurance for high leverage

Propensity Score



- Customer level propensity scorecard integrating information of tradelines, delinquency
- Propensity Model can be used to identify customers who will respond best to direct marketing campaigns
- Propensity Model is available for CC and PL products



Can be used to optimize consumer communication & do targeted campaigns

Digital Insight Score



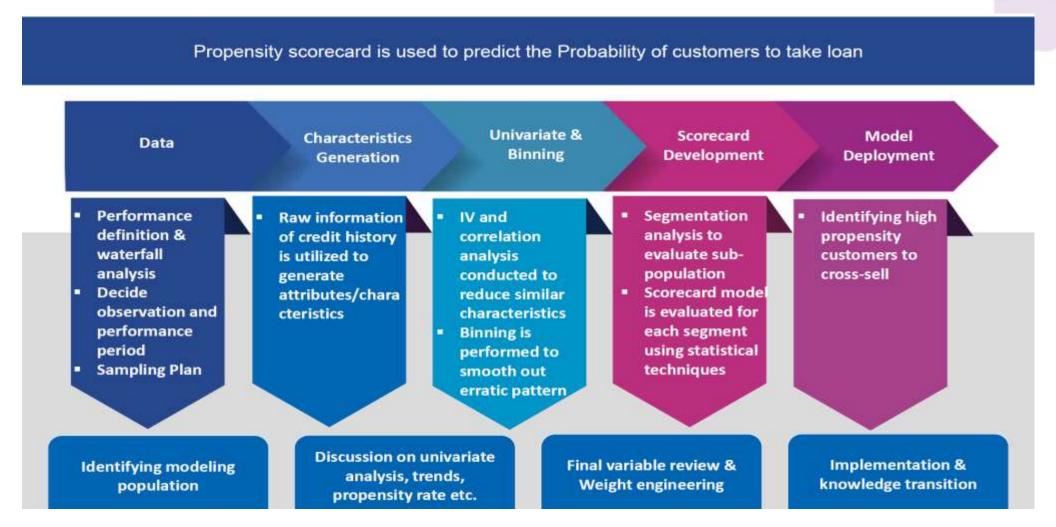
 Lack of credit history makes it difficult for them to access credit and for lenders to consider their loan applications, making credit inaccessible Experian has developed a Credit Performance prediction score for New-to-Credit customers data partnership with a leading online payment aggregator



To extend credit to NTC segment transacting on payment platform.



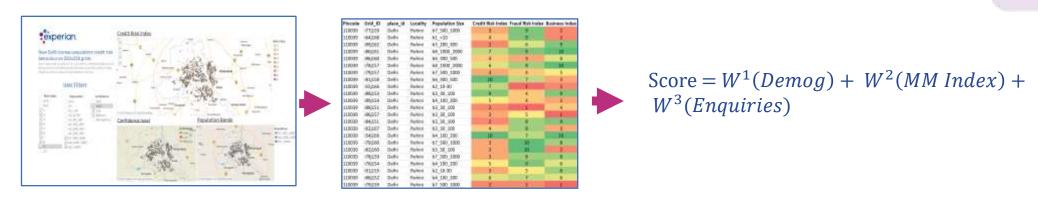
# Benefits of Bureau Data - Propensity Score



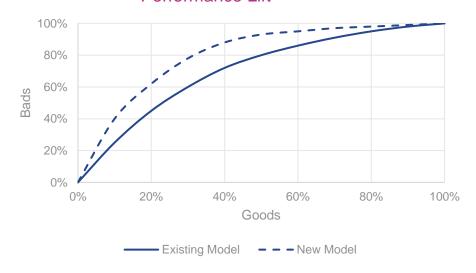


## Benefits of Bureau Data - New to Credit

New to Credit Score based on Geo Location Indicators available in Bureau



### Performance Lift





# Benefits of Bureau Data – Income Estimation

### Methodology



### **Key Variables**

- Age
- Geo Indicator
- Product Holding
- Outstanding Balances
- Utilization
- Limits
- Payment
- Delinquency

### **Segments**

- Intelligent customer profiling to differentiate:
  - Investor with multiple HL vs. a home owner
  - Fleet owner with multiple car loans vs. car owner
- Product Holding, Geo Locations (metro/non-metro) and age are reviewed together for assessment

### Income Profile

HNI	Wealth
Mass	Mass
Market	Affluent

### Results

- Income Band is calculated for each customer
- Income bands start from
- For 70% customers calculated income is in the same band or +/- 1 Band of the actual income

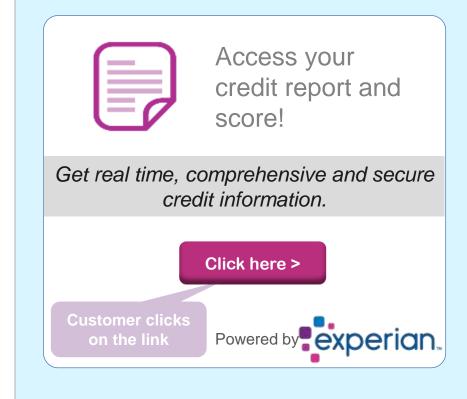
Income Bands (monthly income INR)		
01 02 03 04 05 06	0 - 20k 20k - 30k 30k - 40k 40k - 50k 50k - 60k 60k - 70k 70k - 80k	
08 09 10	80k - 100k 100k - 150k 150k+	



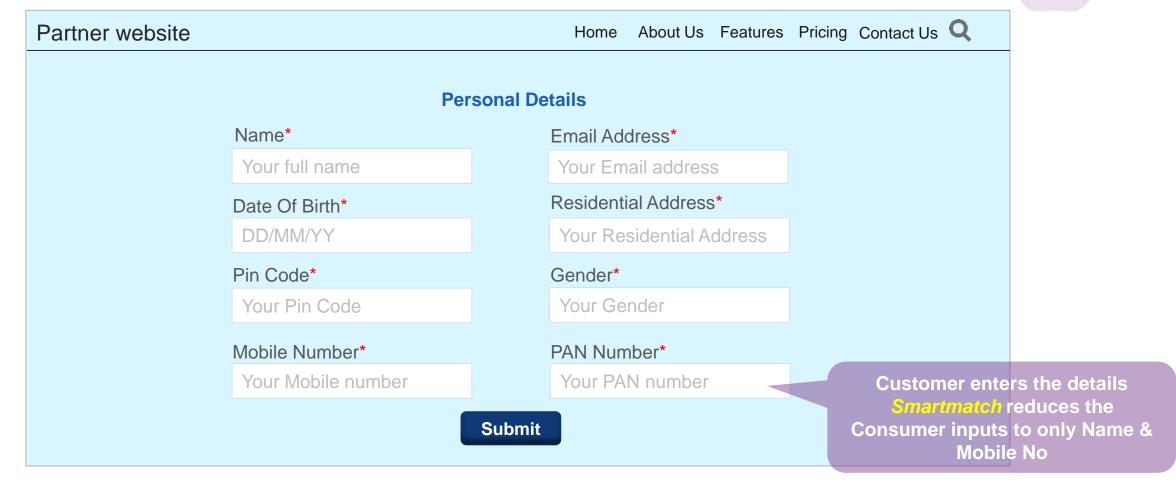




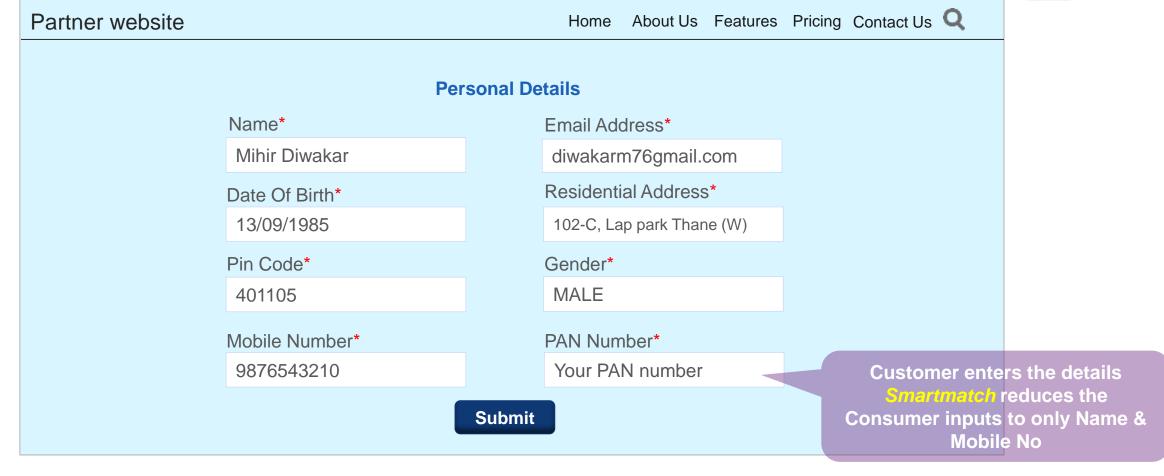
### Partner website



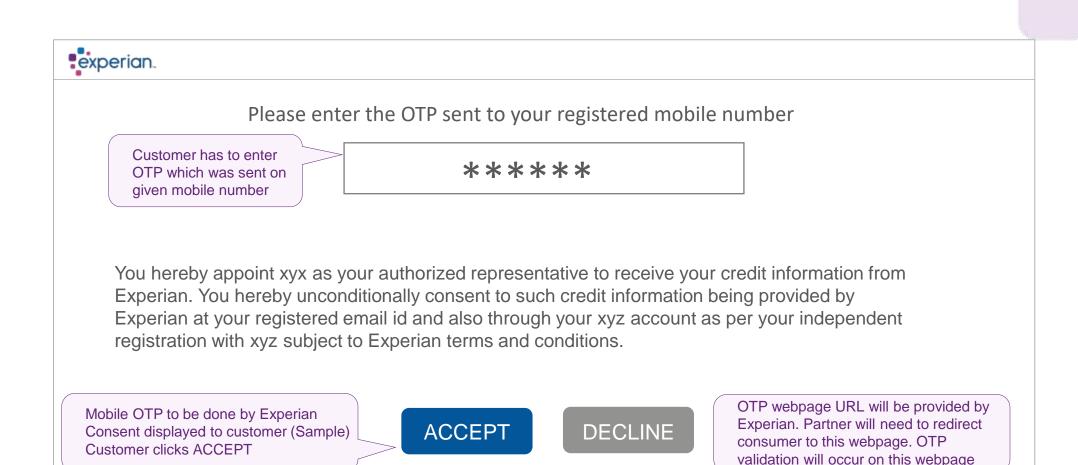




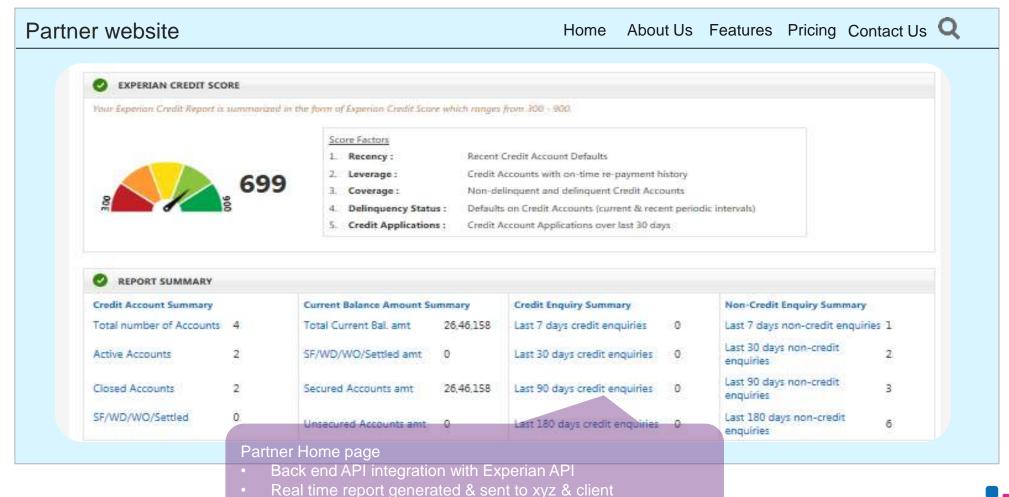












can be opted as an alternate report



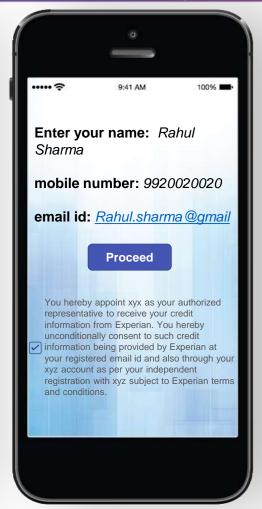




### Innovation By Experian

# Smartmatch based Credit Report







- Normal Match requires 7 inputs from the consumer to access the credit report
- Smartmatch reduces the number of inputs to 3 to help ease consumers access to the credit report



### Innovation By Experian

# Smartmatch based Credit Report

- An industry first Innovation by Experian
- 15+ Large partners currently using Smart Match Credit report journey
- New features include access of the report through an SMS based link



### **Consumer Identifier**

PAN & Aadhaar are typically used

Moving to Mobile first journey



### **Profile Uniqueness**

Use of Name + Address + DoB combo

Multiple copies of the report to determine uniqueness



### **Analytics**

Technology supports real time single report consistency

Use of Analytics to improve matching rules



Score & Tradeline accuracy

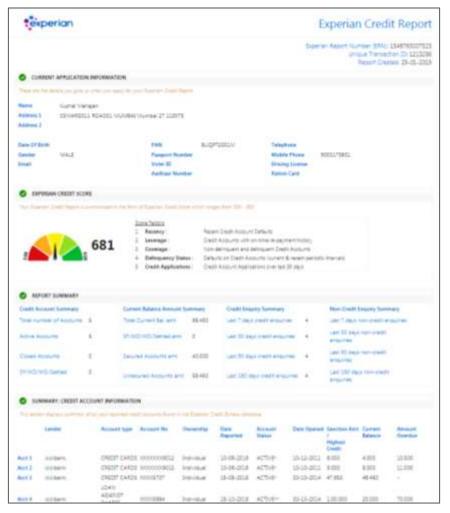
Rigorous testing to maintain accuracy of report

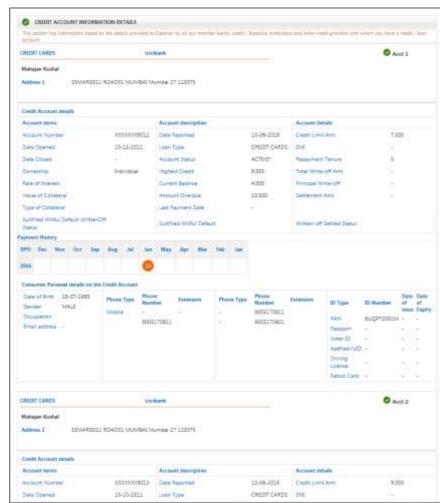






# Consumer Centric Credit report





- Report is provided to the partner in XML format. Consumer will be sent a report on email by Experian.
- Consumer can be shown the above report in html or PDF. Support available to display the report in html for partner.



# Consumer Centric Credit report

### Identification

- Voter ID
- PAN
- Drivers License
- Ration Card
- Telephone No
- · Mobile Phone
- Passport

# Contact ability & Stability

- Name
- Addresses
- Emails
- Date of Birth
- Gender

### Repayment Intent

- Experian Credit Score
- Score Ranges between 300 to 900

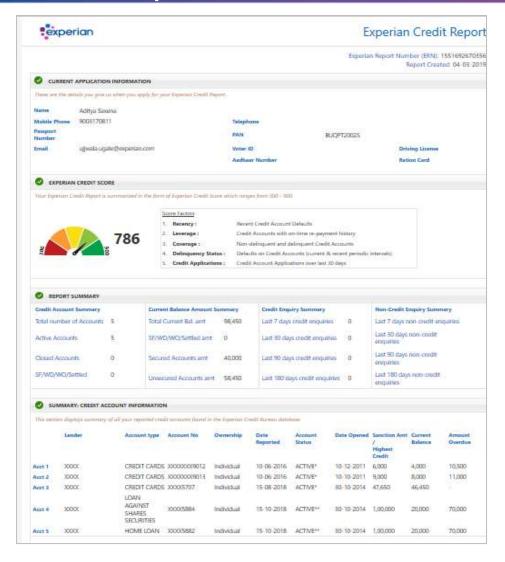
### Capacity

- Loan information
- Loan Repayment information
- · Delays in repayment
- Loan Classification by Lender

- · All the above information is provided for across each Credit trade line
- Consumer Consented report has detailed information as compared any other form of Credit Bureau access



# Credit report Details





### **Current Application Information:**

displays input data as provided by the Consumer



### **Experian Credit Score:**

provides Experian Credit Score



### **Report Summary:**

providing Summary of all credit/loan accounts along with credit and non-credit enquiries

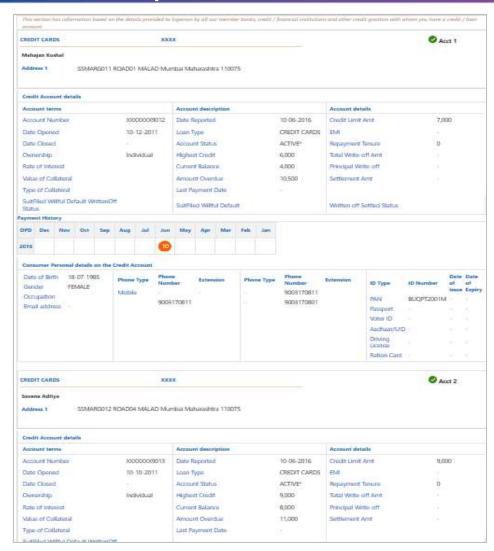


### **Summary Credit Accounts:**

displays a Summary of all credit accounts as found in the Experian Bureau Database and as reported by the Experian Bureau Members



# Credit report Details





### **Current Account Information Details:**

displays information provided to Experian by our member banks & Financial Institutions



### **Credit Account Details:**

displays all identifiers as contributed by the lending institution



### **Payment History:**

displays the payment history grid



### **Credit Enquiries:**

displays details of the credit institutions that have queried the individuals credit information







# Indian Business Partnerships

### **Payments**









### **eCommerce & Mobile OEMs**





### Fintech & Loan Aggregators





















# Indian Business Partnerships

### **BANKS & NBFCS**















### Fintech & Loan Aggregators























# Indian Business Partnerships

### P2P Lenders







### Car Market





### Car Manufacturer



### **Verification & Other Service Providers**







### PFM



### Others











# What can we answer for you?





# THANK YOU

