

Understand the tipping point of vulnerability

Understand where pressures occur at a customer level:

The UK economy has slowed

Incomes will improve very slowly

The economy will continue to grow well below average

But this is only at the UK average level

UK consumers are at the forefront of this slowdown

There are certain groups that will get poorer over the next few years

Even the smallest increase in outgoings could tip an individual into a state of vulnerability. For example:

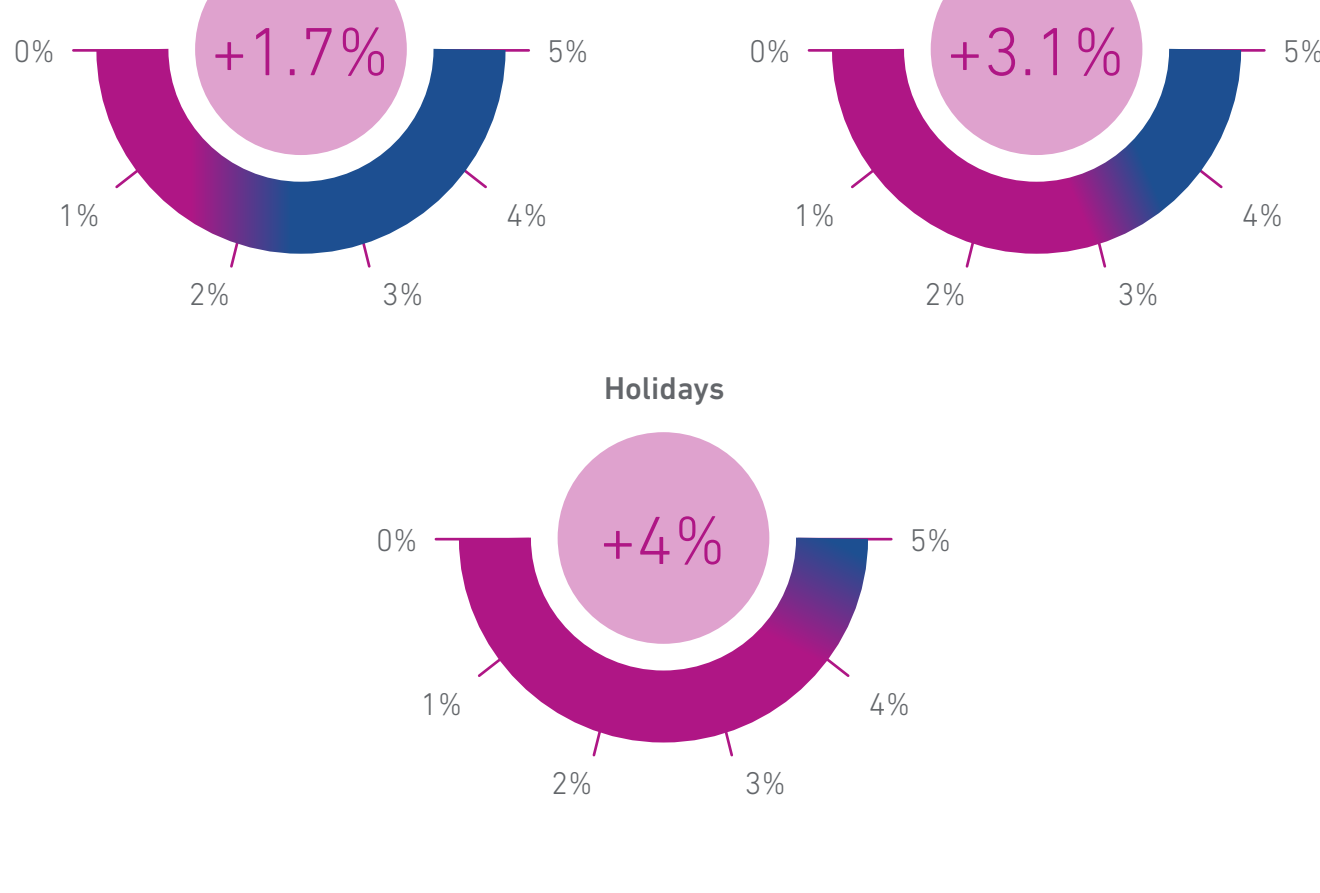


Trends show how the **mid years** spend the most per week:



More people are heading to the beach

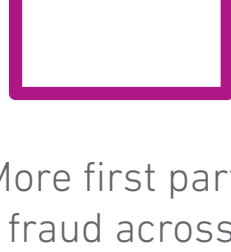
Experience based purchases overtake retail spend. We see more people today spending on experience than retail; showing they want to live life to the full.



Today we see:



More demand for high cost loans, with rising early arrears rates.



More first party fraud across specific products like mortgages.



Outstanding credit card balances are rising.

Today there is an opportunity presented by data and analytics to better understand an individual's circumstances.

To be able to make decisions that are built on more enhanced insight, to therefore inform what the decision should be.

Data can provide the opportunity to understand more about an individual including their:



past behaviours through trended data



current situation, through bureau data



their likely future likely behaviours, by overlaying economic variables

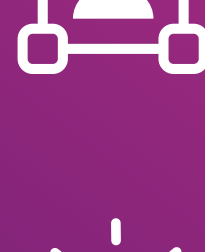
We can help you:



Help your customers, before they know they need help – helping with vulnerability.



Act, when it matters most by understanding when a need arises.



Personalise by understanding each person on an individual level.



Innovate through new thinking designed by data, informed by analytics.

This can be done at speed, scale and with more accuracy than ever before in a second, and across every channel.

Find out more www.experian.co.uk/affordability

