



**Consumer Connect: Data driven insight
and tools to support your customers**

Discover. Empower. Strengthen.

Discover more about your customers. Empower them with their financial information. Strengthen your relationships through interaction, transparency and trust.

"We're living in exciting times for digital information. People are increasingly tech savvy and, in the main, comfortable using digital channels across the generations. Consumers venture casually into switching between all types of providers to get the best deals. And fast, easy access to information and services, alongside expert support, is the norm. One thing is clear: if companies can't deliver all this, people will be quick to go elsewhere.

To prosper, businesses need strong relationships with customers. Trust. Services that cater for a customer's needs, preferences and desires. Relevant, timely and confident interactions. Organisations who provide this will have the advantage. And it's something you can harness through well-chosen partners.

Consumer Connect brings organisations together to create new and unique ways to engage customers, whether that's through new offers or new routes. We can help customers take control of their financial well-being and protect their personal data, driving trust and value through personalised experiences.

It's a true partnership. We'll be working together towards the same goal. We're here to help you grow your business by giving your customers the opportunity to discover and achieve their personal lifetime ambitions."

Amir Goshtai,
Managing Director,
Consumer Connect Services



Empowering consumers in a data-driven world

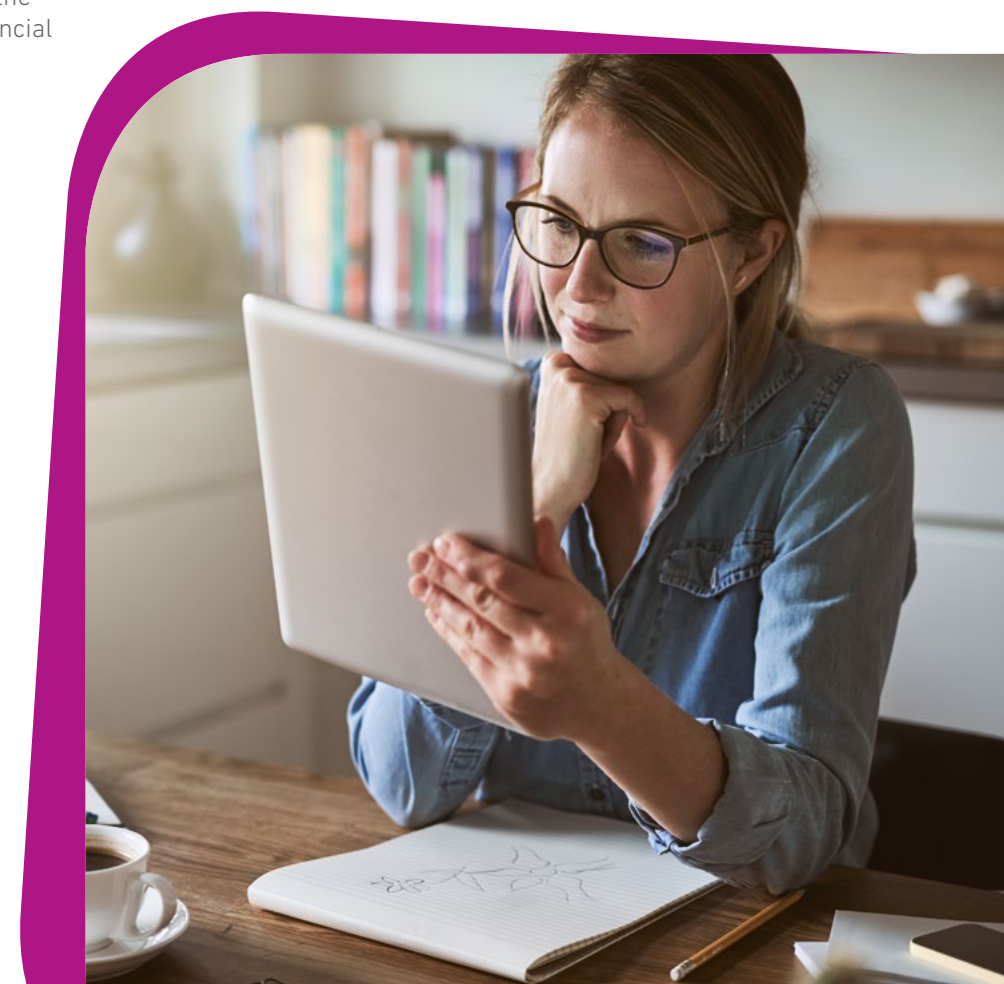
We're in the era of the empowered consumer. People have become very comfortable getting online to do their banking or make financial purchases. In fact, our latest research shows 90% of us use online banking; 36% log on to check their balances on a daily basis. And new technologies and open data are taking this one step further.

Open banking gives people the freedom to share their account information with chosen organisations, in order to get the most relevant products and services. Businesses offering lending services can give consumers access to their credit score data at the touch of a button, and keep them actively informed about changes in their financial health. It means consumers can find out how they may be viewed when looking to secure a loan, mortgage, or other new finance-dependent service.

In this data-driven world, customers want a personalised experience. Successful brands need to be able to give them access to relevant, timely information when they most need it (for example, understanding the services or products that best fit their financial status before making an application).

In an environment where debt is building, it's more and more important that people can take full control of their financial status. With a better understanding of their financial position they can make more measured choices that support their personal aspirations and goals.

Businesses that can adapt to this shifting landscape will be better able to protect and inform their customers. It's important to remember that these changes are happening against a backdrop of rising and increasingly sophisticated fraud, with growing incidences of personal data theft. With better protection and transparency, you reduce the chance of identity theft. You can help your customers make the right decisions, give them additional value and offer new services.

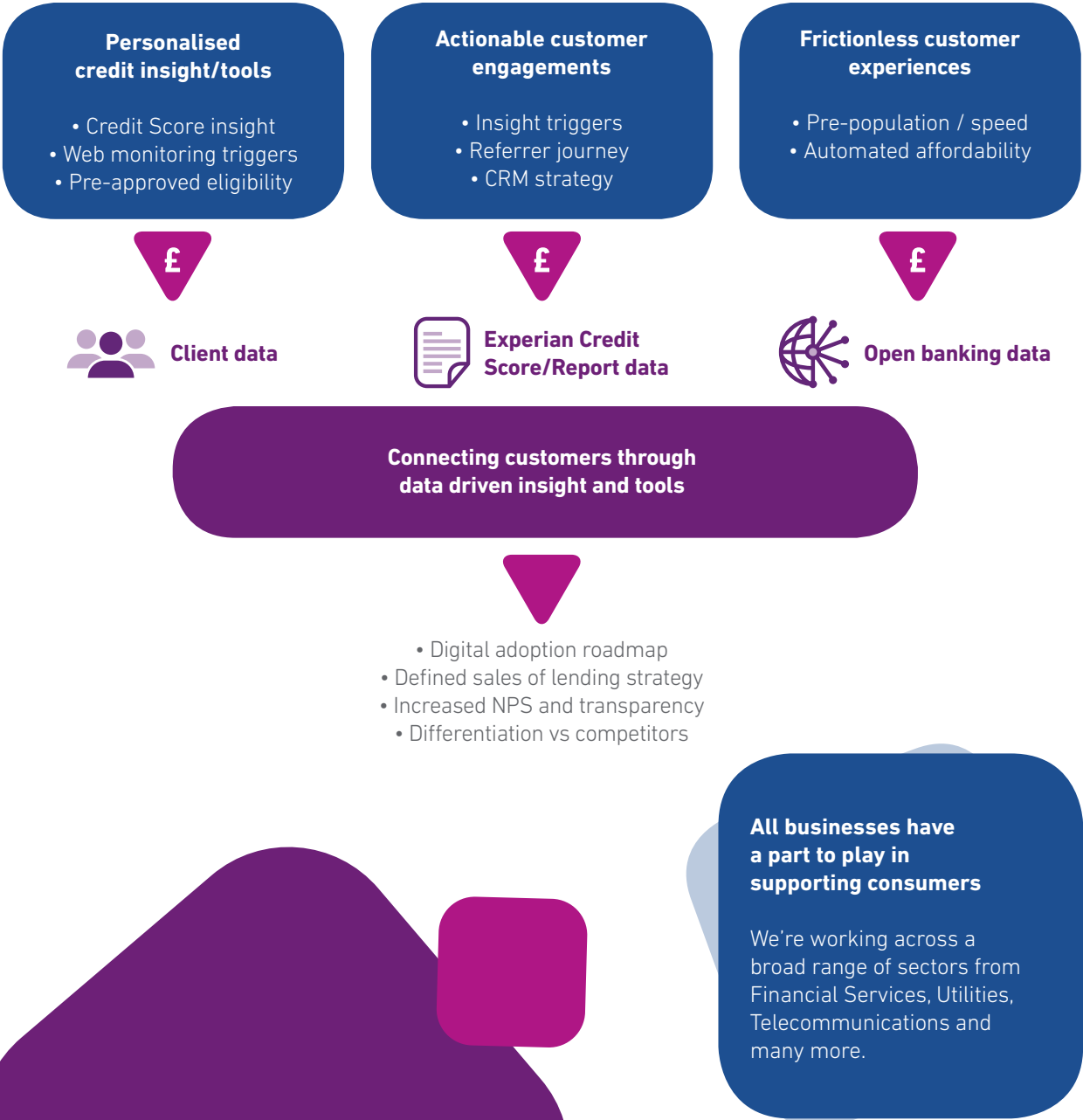


Helping you deliver against your business challenges

When you can provide consumer-connected, data-driven insight at the point of every interaction, you can serve your customers with just the right message, tools and services.

It's about giving your customers the ability to take control of their credit and financial status, and delivering the relevant information so they can make the right purchasing decisions. It all helps drive up consumer engagement, loyalty and value.

Connecting consumers with insight



Consumer-connected, data-driven tools helping you to:

Build customer trust

We'll help you demonstrate transparency by keeping your customers informed with financial information that helps them. And you can reassure them that you're working with us – a strong, trusted and experienced brand.

Inspire customer loyalty

There's a lot we can do to enable you to offer a new experience to your customers. With our data you can provide useful tools, like identity monitoring, and offer relevant consumer financial resources, like a personalised credit score, credit alerts, score changes over time and spend categorisation.

Make personalised recommendations

We'll offer you routes to start your existing consumers on new purchase journeys and make it easier to cross sell or up sell new products and services.

Encourage new customers

Making it clear that you can offer access to our services could encourage more people to come to you next time they're in the market for your products and services.

Educate customers about their finances

Showing consumers what is affordable, or not, is the mark of a responsible business. Staying within their financial limits means less risk for them, and for you, too.

Your customers will be able to:

Feel assured that their personal data is a priority

With data breaches hitting the headlines on a regular basis, your customers are right to be aware of the risks. Understanding how seriously you manage your data, and how you'd respond if it was lost, can give them peace of mind.

Feel in control and aware of their financial status

Instant access to their information helps them feel in control of their data and financial health. It can help them identify where they can make positive changes to their financial situation and plan for the future.

See the most relevant products and services

Before they apply for a product or service, they'll be able to check their eligibility for different products and services. They'll also be able to see if they might be eligible for better services than they first thought.

Tools and insights that help you connect with your customers

Less than 1/3 of customers believe their banks know them and their financial needs well. 80% of people view their banking relationship as transactional, not advice-based. With us, you can change this. Working with our network of partners, we create both off-the-shelf and bespoke tools for your customers to use. By using our vast data sets, UX design capabilities, API technology and the strength of the Experian brand, you can create new ways to understand and connect with them.

Clients using our services have seen improved engagement, plus increased online traffic, acquisition metrics and NPS scores. It's not surprising. 50% of nearly all customers want relevant advice and product information at their fingertips as they go about their daily lives. 63% of consumers want recommendations for products and services and are willing to share personal data to get it. If you're the one to give it to them, you'll not only create new opportunities for your business, you'll also play a key role in educating them about their financial status.

Experian Credit Score

The Experian Credit Score ranges from 0-999 and is calculated to give your customers an idea of how they're managing their credit. It's based on information we gather from a variety of sources, including data in their Experian Credit Report.

Experian Credit Report

Give your customers access to their full Experian Credit Report, which details everything a lender could take into consideration when deciding on their application. We have devised a co-branded click-out credit report that gives them a full self-serve model they can use to update/query information. This can be styled with your own brand and tone of voice, reflecting the way you like to communicate with your customers.

Experian Credit Score Tracker

A user-friendly plotted graph showing a customer's previous score history (up to 12 months).

Personalised Score Factors

Help customers understand what has positively or negatively affected their score with personalised score updates. Letting them know the impact of changes, such as the opening of a new account, provides you with an opportunity to position your business as one that supports and helps their customers.

Customer Servicing Support

Customers may have questions relating to their personal information. To support this, we offer a frequently asked questions section and knowledge hub online; we've also got an experienced team of call centre experts for more specific enquiries.



We can explore future opportunities and innovate together

Our Consumer Connect team is the essential link between our vast organisational capabilities and data sets, and the consumer-facing tools you'll use. Our consultants work with you to understand your future goals and challenges, then develop the right tools to help you build customer trust and increase engagement.

We know you're always looking to the future. That's why we're partnering with organisations to explore the opportunities for tomorrow.

Spend categorisation and affordability

More and more people are looking for quick and easy ways to understand their spending habits and track their disposable income. Providing easy access to spend categorisation insight, at any time, gives them a single view across their accounts, credit cards, loans and mortgages, as well as categorised spending across shopping, groceries, transport or merchant.

Eligibility

Understanding whether you'll be accepted for a loan, mortgage or credit card can be of great comfort to a customer looking to make a future financial commitment. Providing insight about pre-approved offers upfront means people can understand what is possible – and all without affecting their credit score.

Comparison services

Find new ways to engage and increase traffic online. Our comparison services not only have the potential to increase visits, but also to provide individuals with up-to-date information about the latest loans, credit cards, mortgages and insurance deals available to them. Our experience shows that when you list pre-approved offers, your customers are more likely to apply.

Identity protection and data breach response services

The world is online: searching, purchasing or signing up for new services. Businesses have to hold and maintain personal information, and process payments, increasing risk. If you can serve your customers with a protection product, you play a key role in educating them about cyber and identity fraud, and in protecting their personal identity. And, in the event of a data breach, you'll be able to respond to customers quickly, helping to demonstrate the importance you place on trust and your customers.



Building customer loyalty

Using powerful insights into your customers' behaviour, you can give them the right products and services to suit their needs. By bringing speed, scale and innovation to your business, you'll be able to:



Make faster decisions

When your customers have instant access to their credit score, you're giving them knowledge and power to choose products and services they're likely to be accepted for. It shortens the decision journey for new products and services, and smooths the customer experience from the beginning. And it means you'll be able to work faster to convert your upsell or cross sell opportunities.

How?

- See instant, real-time data updates, giving you and your customers a live snapshot of their financial status
- Have the right tools to respond quickly to a data breach incident
- Educate your customers on how to react quickly if they think they're at risk of fraud



Grow your business

By giving your customer better value, through a more personalised service with greater transparency, you'll be actively driving business growth. Giving your customers access to their credit score often triggers consideration of new products and services. They'll be able to see what is best suited to them and see what they need to do to access better options in the future.

How?

- Gain access to credit history data on more than one billion individuals worldwide, for a broader, more in-depth view of your customers' credit profiles
- Choose the services most suitable for your business, no matter what size, lending type or vertical
- Increase customer retention, attract new customers and give them more value using our comprehensive solutions



Embrace innovation

New, embedded data services put you ahead of the game. You can use our consumer insights to build a better understanding of your customers' needs, so you can tailor offers and solutions to them. The tools are a USP as well, and actively show your customers that you're a modern business with great data security credentials.

How?

- Combine your own data with third-party data and our market-leading data universe to create layered customer insights.
- Create an agile decision-making process for both your business and your customers with powerful analytics.
- Co-create a bespoke solution that suits your business and consumer needs perfectly.



Why Experian?

In our latest Business Review, the people we spoke to unanimously stated that improving customer insight was the number one business priority necessary to succeed in today's digital economy. Focusing on the customer is now seen as the only way to ensure success. That's why 65% of businesses feel a need to improve their customer insight, and nearly 4 out of 5 are upping their budgets for analytics. To get to know everything about your customer, you need to have both data and the tools to extract the insight from it.

With Consumer Connect, you'll get the full picture of who your customers are. You'll have insights into their financial health and potential needs, so you can provide the right products and services. Plus, we'll help you make it easier for them to assess their risk of becoming a victim of fraud. And we'll be ready to support you in the unlikely event of a data breach.

Your customers will have the tools to take control of their data and credit status. They'll have an instant understanding of their financial well-being, so they're able to make quicker, positive purchase decisions. Plus, against a backdrop of Open Banking, they'll get offers for the products and services best suited to them.

We're the UK's largest consumer and business information bureau. We hold credit history data on more than one billion individuals worldwide and 145 million businesses. We've got an unmatched portfolio of products, and award-winning technologies, that can deliver end-to-end solutions for you.

We're a household name and a trusted brand. We gather, analyse and process data in ways others can't. And our unique data insights help you make fast and well-informed business decisions to help drive your business growth.



Now's the time to discover more about your customers. To support and empower them with their financial information, so they understand what products and services they're likely to get, and what new lifetime opportunities await them. To strengthen your relationship through transparency and trust, so it continues long into the future.



For further information on Consumer Connect, please contact:

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Read our latest whitepaper: Creating memorable experiences and advantages for people here: **Consumers and their needs today.**



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