



# Direct PQ Prequalification

Offer consumers a quick and seamless way to view and compare their eligibility for your financial products with Experian.



# Give consumers all the information they need, at the touch of a button.

...or risk them going elsewhere.

With the turbulent economy, consumers may need to access services or credit fast.

They want to see their options and access services at all times of the day, and they want to be assured that they are likely to be accepted for the product they apply for.

Consumers will quickly abandon a journey if it is too confusing, time consuming, or if they question their chances of being accepted, and they won't come back, leading to drop-outs and a negative impact on your brand.

## Supporting you and your customers to grow

With Direct PQ consumers can view and compare their eligibility for a range of your financial products quickly, displaying all the information they need to make an informed decision.

The journey is customisable to include your logo, brand colours, and fonts.

The solution is quick and easy to deploy, so you can be up and running in no time, improving your consumer journey and supporting you to grow your business.



Available for credit cards, unsecured and secured loans, personal and business current accounts, savings accounts, auto refinance and Mortgages.



**88% of UK adults** said online is their preferred channel for credit application [Experian]\*



**6.8 million adults** avoid applying for financial products because they fear they would not be eligible \*\*

\* Experian Research 2022

\*\* [Financial Lives 2022 survey - Key findings from the May 2022 survey: Executive summary | FCA](#)



# Informative and intuitive, that consumers will find easy to use

Offer consumers a range of financial services choices, with clear information on terms, APRs and fees, so that they can make an informed decision on what product is best for them when combined with their eligibility scoring.

## Flexible:

Consumers can change the amount and term to view their options

## Simple:

Everything the consumer wants to know, all in one place

Sort results by:

Likelihood of acceptance ▾

What is the advertised price?

£10,000

How much can you put down as a deposit? (optional)

e.g £10,000

Duration:

4 years ▾

UPDATE

Good news, you are likely to be accepted for a loan

All Loans (34) **Personal Loans (30)** HP (4)

Pre-approved loans with guaranteed rates ?

**plata** \*\*\*Retain\*\*\* Plata Finance Ltd - Plata Personal Loan APPLY

Personal loan ? [More info](#)

Likelihood of acceptance ?	APR Guaranteed ?	Total amount payable	Monthly repayments
✔ Pre-approved	✔ 21.9% fixed	£14,598.90	£304.14 for 48 months

**Representative Example:** Assumed borrowing of £10,000.00 over 48 months at a nominal annual rate of 19.97% (fixed) would result in a representative rate of 21.9% APR, 48 monthly repayments of £304.14, total amount repayable is £14,598.90. The total cost of credit is £4,598.90. Credit available subject to status.

## Eligibility Scoring:

Empowering consumers to make decisions based on the right products for them, without entering an unfulfilling process

## Product Data:

Clear and easy to understand information on APRs, fees and duration

**BAMBOO** Bamboo - Personal Loan

Personal loan ?

Likelihood of acceptance ?	APR Guaranteed ?
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# Benefits

- ✓ **Grow and retain your customer base** by helping them to access the best products for them
- ✓ **A better customer experience.** A frictionless and informed consumer journey, they know the products they are eligible for, with clear and understandable rates and terms.

- ✓ **Accelerate time to market** with our low-cost, quick and simple to deploy solution, with customisable logos, colours and fonts
- ✓ **Maximise conversion rates** and reduce dropouts with a clear and easy to understand consumer journey

To find out how Experian can help you, get in touch  
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