

Segmentation Dashboard

Quickly assess the longevity of your customers

The shock Covid-19 has had on the UK's small business market is highlighting the importance of having the controls and measures in place to manage your portfolios using more dynamic tools, data and insights.

Portfolios with many at-risk businesses will clearly be vulnerable. Comparing your portfolio to the UK business population will help you spot signs of overconcentration in any high-risk sectors and see how your customer base is segmented. **Experian's Covid-19 segmentation dashboard** allows you to assess the:

- ✓ cash reserve depletion rate of your portfolio customers through the crisis
- ✓ ability of the businesses within your portfolio to adapt to the changing Covid-19 impact
- ✓ position of your portfolio relative to the overall UK business population

So you can:

- quickly analyse the financial longevity of the companies in your customer base
- spot customers falling into high risk
- spot customers in areas of growth

See the position of your portfolio, benchmarked against relevant cohorts of the overall UK population, run as a one-off analysis or on a regular basis with our bespoke portfolio analysis.

44%

of the UK business population has had a serious revenue impact due to the CV19 crisis

Without taking up additional finance or drastically reducing expenditure, at current rates,

1.2m

small businesses would run out of cash within 2 months

Banks warning

40-50%

of BBLs will go into default

Find out how Experian can help you to quickly assess the longevity of your customers businessuk@experian.com