TransUnion

2024 TRANSUNION FINTECH AND DIGITAL BANKING BREAKFAST

HARNESSING THE POWER OF VARIABLE INSIGHTS IN FINTECH AND DIGITAL BANKING

15 MAY 2024

The Power of Trended Data in a Dynamic& rapidly evolving credit Environment

Anne Njeru

15th May 2024

“
It’s a crowded and competitive world out there.
Credit providers need to stand out and focus on their best prospects.
”

TU is committed to support business objectives across customer lifecycle

Set Right Strategy

- Identify pockets of business opportunity
- Benchmark performance with competition and industry

Acquire Right Customers

- Book more
- Mitigate acquisition risk
- Control costs
- Friction-right on-boarding

Drive More Business - Existing Customers

- Improved cross sell response
- Improved product – customer fit
- Reduced risk

Retain Profitable Customers

- Proactive management
- Lifetime value based approach

Improve Collections & Recovery Efficiency

- Prioritization of effort
- Cost effective management

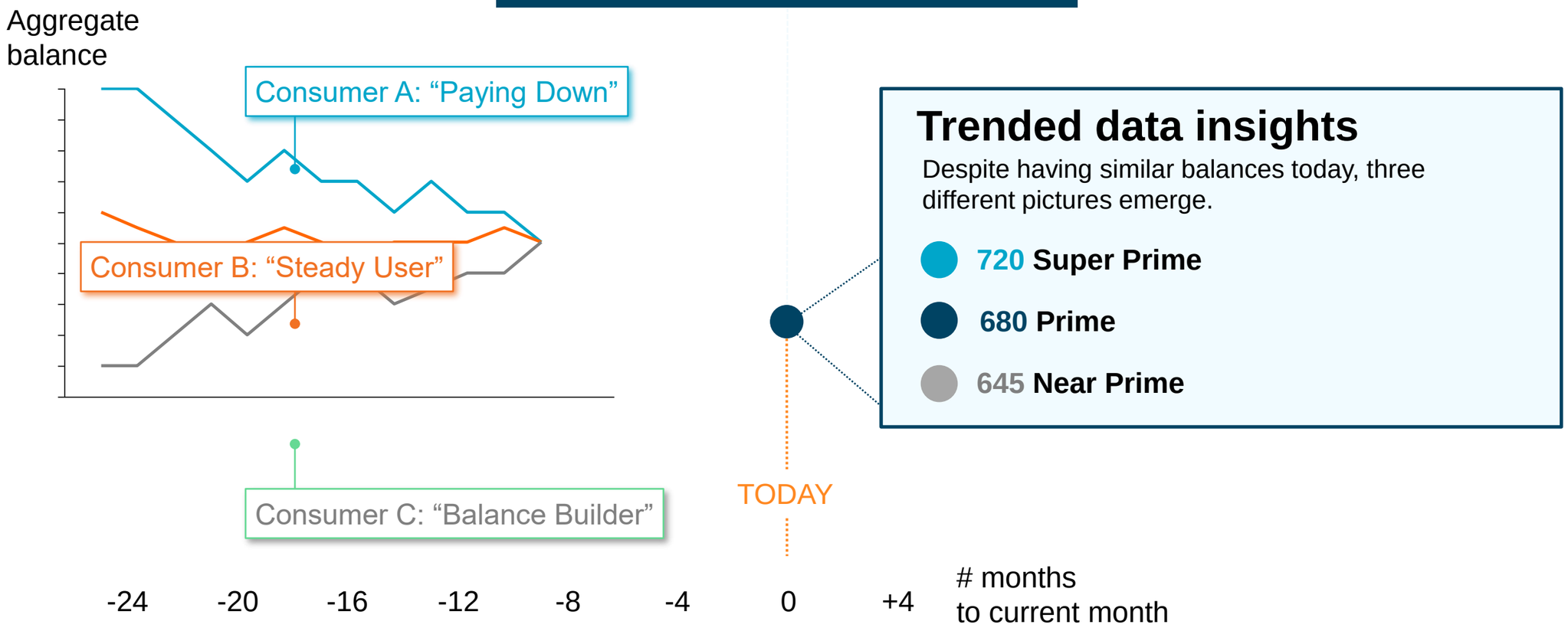
STRATEGY	ACQUISITION	PORTFOLIO MANAGEMENT	COLLECTIONS

© 2023 TransUnion CIBIL All Rights Reserved

Introducing CV Trended data Attributes/Variables

Something as simple as examining balances over time can yield powerful insight

Traditional reports will produce a score of **675** for each of these consumers



Trended data insights

Despite having similar balances today, three different pictures emerge.

- **720 Super Prime**
- **680 Prime**
- **645 Near Prime**

@ Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved.

CONFIDENTIAL – All information contained in this document and/or any other related media is strictly confidential and must not be disclosed to any other party without prior written consent from TransUnion

360° Consumer Insights

CreditVision consists of 145+ new attributes & algorithms

Spend

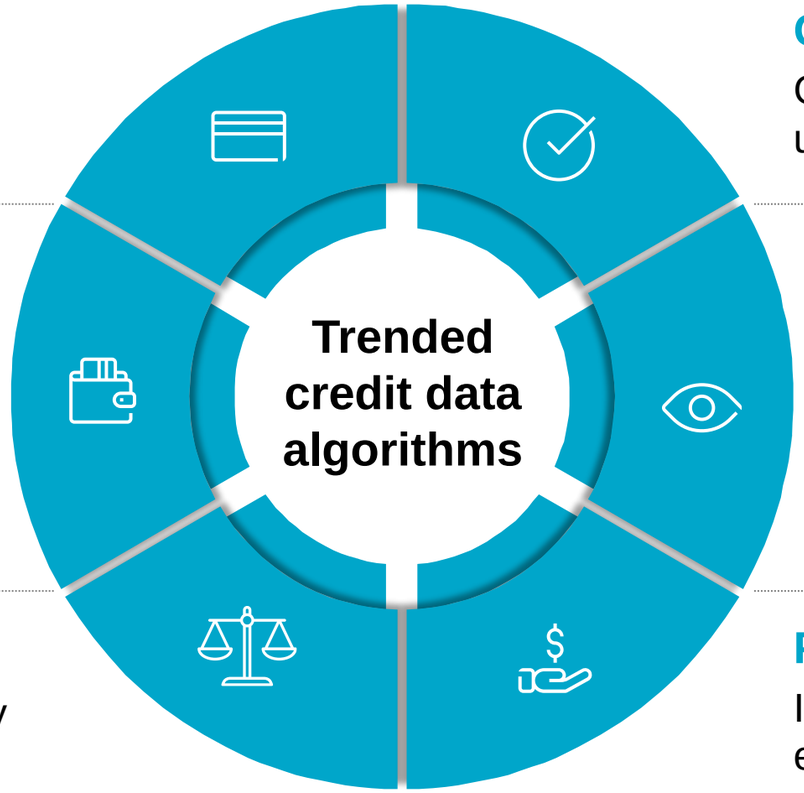
Concentration, velocity, and seasonal measures of total consumer spend

Wallet Share

Captures balance shifts indicative of consumer loyalty to tradelines over time

Balance Magnitude

Index indicative of direction and recency of balance change over past 24 months



General

General insights into consumer behaviour for use across customer lifecycle

Revolver

Categorizes card and retail trades as revolving, transacting or inactive each month and describes related behaviours

Payment

Identifies payment-based behaviours, ex. payment ratios, excess payments, prepayment frequency and amount

@ Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved.

CONFIDENTIAL – All information contained in this document and/or any other related media is strictly confidential and must not be disclosed to any other party without prior written consent from TransUnion

Why Trended Data?

Why Now?

Benefits: What CV Will Bring Across The Credit Cycle

Customer Acquisition	• **Increase approval and booking rates** while maintaining or reducing bad debt by more accurately identifying consumers meeting risk objectives • **Reduce customer friction** by incorporating bureau data and scores into your decisioning model for faster, automatic decision-making
Portfolio Management	• Bringing customers' card to **top of wallet** • Safely **expanding borrower universe** in a competitive environment by using insights that help you ensure responsible lending and fair treatment of customers
Collection	• Increasing **collections efficiency** • **Strengthen relationships with customers** by offering appropriate up-sell/cross-sell offers
Market Intelligence	• **Gain a competitive edge** by getting insights from trended data that just can't be seen with traditional credit scores and data

@ Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved.

CONFIDENTIAL – All information contained in this document and/or any other related media is strictly confidential and must not be disclosed to any other party without prior written consent from TransUnion

Next Level credit decisioning

Richer Insights

- **Powerful analytics from 145+ enriched attributes and algorithms** extract insights previously unavailable that allow lenders to identify, interpret, and act on specific behaviors or make more confident risk decisions

Score Better

- **Scores and analytics built on richer and more predictive data** than any other scores in the market help lenders make more precise lending decisions to move ahead of the competition

Easy integration into Existing processes

- CreditVision’ suite of capabilities ranging from raw data to scores to sophisticated models can be delivered online or in batch. Customers can **easily integrate new and better insights into existing operations**

@ Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved.

CONFIDENTIAL – All information contained in this document and/or any other related media is strictly confidential and must not be disclosed to any other party without prior written consent from TransUnion

Q&A

Lets Connect

Anne Njeru

Product Manager – TransUnion

Anne.ngendonjeru@transunion.com

CONFIDENTIAL – All information contained in this document and/or any other related media is strictly confidential and must not be disclosed to any other party without prior written consent from TransUnion

Thank You

@ Copyright 2024 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved.