

# Commercial Bank of Qatar

Experian helps leading bank make better decisions to improve profitability

The Commercial Bank of Qatar is one of the leading full service banks in Qatar.



With extensive portfolio growth plans for its retail consumer business, the bank has invested

in Experian's PowerCurve™ Strategy Management with advanced analytics to drive the acquisition of new profitable customers for its financial products.

The solution is also providing a range of credit risk benefits, operational efficiencies and significant cost savings through efficient decision automation, as well as portfolio revenue through increased activation, and reduced delinquency.

“We chose Experian because it has both local knowledge and global experience in helping clients implement advanced automated decisioning and analytics. Experian understood our long term customer acquisition growth plans which ensured we were able to deploy a tailored credit risk platform that automates our decisions across credit cards, unsecured personal loans and vehicle loans.”

— **Abdulla Saleh Al Raisi**, CEO Commercial Bank of Qatar