

# Santander

## Experian helps Santander acquire good customers efficiently

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Santander is one of the UK's leading providers of current accounts, mortgages, loans and savings products. With ambitious growth plans, the bank has adopted PowerCurve™ Originations and PowerCurve™ Customer Management.

PowerCurve™ Customer Management is providing Santander with the ability to create unique profiles for each of its customers, including scores and metrics for risk, affordability, profitability, propensity to pay and lifetime value.

PowerCurve™ Originations identifies the right products for the right customers and shares data, analytics and capabilities across the customer life cycle and product segments. This powerful solution is providing the flexibility required to respond quickly to changing market conditions and regulations.

As a result, the business is growing profitably.

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“The ability to share strategies across products, portfolios and lifecycle stages was pivotal to our software selection and partner of choice. Customer acquisition and growth remain key challenges for our business and Experian's solution provides us with the flexibility to identify our most valuable customers, as well as to share this data across the business.”

— Mark Staveley, Chief Credit Officer Santander UK

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