

# Confident customer decisioning

Introducing  
PowerCurve™



Organisations are looking for the best ways to achieve profitable growth, and the stakes for every customer decision are increasing. Faced with more data, increasing competition, greater regulatory pressures and higher consumer expectations, the key to profitable growth will be the ability to unlock the value of data to make smarter, consistent decisions that will optimise processes and meet complex new policies.

#### Making confident customer decisions: Santander

We are already helping a number of businesses manage and grow their portfolios by improving the way they use information to make customer decisions. With PowerCurve, Santander is sharing data, analytics, software and capabilities across the customer life cycle, improving the way it uses key information to make confident customer decisions.

#### From Complex to Confident with PowerCurve™

With Experian's PowerCurve™, you can unlock the value of your data to make accurate, analytics-based decisions quickly. You will be able to better predict customer behaviour, anticipate change, reduce risk and drive strategic decision-making as you acquire, manage and grow customer relationships.

- Quickly integrate data and analytics in to your decision processes
- Consistently deliver complex customer decisions.
- Remain compliant, simplify processes and reduce costs

#### Bringing global innovation with local expertise with Experian

- 30 years' experience in enriching customer data and building meaningful analytics
- Vast market understanding, global reach and experience
- Market-proven expertise in analytics, software and best practices
- Clients in more than 90 countries with many offices worldwide

#### A better customer journey driven by confident customer decisioning

With PowerCurve, organisations can consistently, confidently and cost-effectively turn insights into actions that improve business performance, throughout the customer life cycle.

#### With PowerCurve you can:

- Automate customer acquisition and connect to a wealth of new data sources to improve segmentation and targeting
- Rapidly create and deploy flexible decision strategies to increase bottom-line growth
- Maximise acquisition, customer risk and debt recovery

Experian's innovative PowerCurve™ solution helps businesses make millions of decisions every day.

Find out how you can achieve more confident customer decisioning, improve business processes and remain compliant by visiting [www.experian.com](http://www.experian.com).

**Confident customer decisioning. Now.**

**“The ability to share strategies across products, portfolios and lifecycle stages was pivotal to our software selection and partner of choice”**

**Mark Staveley**  
Chief Credit Officer  
Santander UK