

A best-practice approach for consumer lending

PowerCurve™
Originations -
Pre-configured for
Consumer Lending



The once straightforward task of consumer loan origination is increasingly anything but that. Regulatory pressure, demanding customers and more competition are challenging lenders of all types. This is often compounded by the use of legacy loan originations systems that are failing to keep up with a changing market. The by-product of these conditions is constrained growth and the remedy may involve an investment in updated loan origination technology. But this too, is becoming ever more difficult. The high cost of ownership, lengthy solution delivery cycles and the time required to customise the system can easily get in the way of progress.

PowerCurve Originations - Pre-configured for Consumer Lending improves customer acquisition processes by maximising the use of data and automated decisions while offering a fast time to value.

PowerCurve™ Originations - Pre-configured for Consumer Lending, overcomes these obstacles with a comprehensive solution designed for organisations looking to take a best practice approach to the originations process. Pre-configured templates for consumer lending products and processes have been developed based on our deep experience in originations and incorporated into the solution. This removes the need for heavy customisation and lengthy deployment cycles.

Adopting a best practice approach to your originations processes offers many benefits:

- **Leverage market-leading originations techniques**
The system is tailored for consumer lending products and processes

based on experience gained from deploying hundreds of originations solutions worldwide.

- **Increase accept rates and acquire more customers**
A combination of rich data and best-in-class, automated decisioning tools drive accurate originations decisions that effectively balance risk and reward.
- **Accelerate time to value with a tailored solution**
Choose a focused, easy-to-implement originations system that requires minimal customisation and reduces delivery cost and complexity.

Key features

- **Multi-channel processing** – collect and process applicant information from virtually any channel – by phone, the web or in the branch
- **Data enrichment** – enhance applicant information using a standard process to aggregate it with credit data and predictive analytics
- **Extensive data access** – gain access to credit bureaus and non-bureau sources including internal client data
- **Strategy management and execution** – design and execute decision strategies with a robust, originations-specific business rules engine with built-in testing
- **Originations process management** – leverage business process tools that enable end-to-end automation and ensure a highly efficient loan origination process
- **Pre-configured solution** – apply to specific consumer lending products and processes and minimise the need for extensive customisation

Thrive in a challenging lending environment

Lenders today are facing a new and more challenging landscape that, if not addressed, will impact future growth. A growing regulatory burden, intensified competition and demanding customers are creating a complex consumer lending market. Financial institutions that are able to effectively manage this complexity are the ones that will succeed.

Harness the power of data

To make sense of this complex market many institutions are looking to harness the wealth of customer data that can often provide insight into customer behaviour and, in turn, improve business performance.

The core of Experian's business is providing data and information that improve the decisions our clients make about their customers. We have a sharp focus on how data can be harnessed to help you improve the performance of your originations processes.

PowerCurve Originations - Pre-configured for Consumer Lending is able to provide access to a wealth of data sources including our own repositories of consumer and credit bureau data along with other sources including your own internal data. Experian can then help transform this data so it's "decision-ready" and make it a real asset by using it to improve the decisions lenders make about consumers.

In many cases the data that you may want to employ in decision-making processes is not structured in a way that works with an automated system. The data connectivity tools in PowerCurve Originations - Pre-configured for Consumer Lending can address this type of scenario, as well as cleanse and normalise the data. This rich information can then be applied to the basic details provided by the loan applicant and a profile can be developed to help you accurately assess the applicant's potential and make a highly informed decision on their loan application.

Simplify complex originations processes

As the consumer lending market has grown more complicated, so too has the actual loan origination process. In many cases, originating a consumer loan may involve multiple stages and specific steps that rely on decisions to help bring the process to completion.

PowerCurve Originations - Pre-configured for Consumer Lending offers task orchestration and workflow management tools to manage the

application process so that it's not only efficient and customer focussed, but also one that can handle exceptions and minimise manual intervention.

Dynamic strategies that drive growth

In dynamic markets that require institutions to quickly respond to new market opportunities and regulatory demands, flexibility and agility are essential. A change in the economic environment or new regulatory policies, for example, can significantly impact your overall lending strategy. These opportunities or challenges often require you to make new or different decisions about your customers.

PowerCurve Originations - Pre-configured for Consumer Lending is ready and able to respond to new market opportunities or evolving regulatory demands. Our best of breed decision engine was built to manage risk and is specialised for dynamic acquisitions decisioning.

The decision engine is tightly integrated with the other components that form PowerCurve Originations - Pre-configured for Consumer Lending and this is important as specific "decision points" often drive the direction of the overall customer acquisition process.

Equally important in the decisioning process is setting up decision policies and strategies that leverage industry best practices and since the system is pre-configured for consumer lending it specifically addresses this area. Further development and modification of decision strategies is done in a Design Studio where business users can design, build and then rigorously test strategies prior to deploying them into production. Then, if required, changes can be made in this same environment dynamically and without disruption to the operational processes.

Key benefits

- Leverage leading, best practice originations techniques
- Increase accept rates and acquire more customers
- Reduce customer acquisition costs
- Improve the customer experience
- Gain flexibility to respond to market opportunities
- Effectively manage credit risk
- Meet the demands of regulators
- Use IT resources efficiently

The value of automated decisioning can be tremendous. A shorter time to decision can improve the customer experience. The ability to accept more customers, due to better decisions, can have a dramatic impact on revenue and profit but can be done in such a way that doesn't add additional risk. And through accurate, automated decisioning the need to refer decisions can be minimised helping to control costs and drive efficiency.

Pre-configured for a fast time to market

For many institutions the cost of customising a system for a specific process and then maintaining these customisations is prohibitive. PowerCurve Originations - Pre-configured for Consumer Lending addresses this challenge as the solution incorporates Experian's 30 years of knowledge and global best practices gleaned from deploying hundreds of originations solutions worldwide.

It has been specifically designed for financial institutions offering products like credit cards, personal loans, mortgages and auto loans to consumers. Each financial product can be individually offered and new products can be easily activated to meet your business needs.

This best practice approach to automating the originations process can also cut deployment times leading to a faster time to market and accelerating time to value. What's more, the solution offers a progressive, modular design that can grow and adapt to a complex consumer lending landscape.

Customer acquisition expertise

Experian is the right choice for businesses seeking a partner with deep expertise in customer acquisition. Our long history of serving many of the largest institutions around the globe, as well as smaller organisations looking for a competitive edge, gives us unique insight into the challenges our clients face when acquiring customers and how to overcome them.

Our expert teams help clients navigate the ever changing customer acquisition landscape. New channels and products, changes in consumer behaviour, and increased regulatory demands are a few of the most pressing concerns that we address daily as we work with clients to drive more value from their customer acquisitions processes. So whether the need is a modest improvement to an existing process or a comprehensive, end-to-end solution, our technology and partnership enables clients to reach their customer acquisition goals.

About Experian Decision Analytics

We help businesses unlock the value of data by applying expert consulting, advanced analytical models, software and systems to help clients solve complex problems and make confident business decisions.

We enable organisations to make accurate and relevant decisions at every stage of the customer journey by helping them: to identify potentially profitable new customers, to segment their existing customers according to risk and opportunity, to manage and grow their existing portfolios, to undertake effective collections actions, and to help detect and prevent fraud. Our analytics help to release the value of data, by providing insights to help clients solve problems and make confident business decisions.

Our integrated approach involves taking our own data, and data from our clients and third parties, and applying advanced analytical models and software to transform raw data into meaningful information and insights. We take a consultative approach and work collaboratively with our clients, to help them identify issues and focus on solutions that add value to their business and increase their return on investment.

Our solutions help our clients to improve their business operations and customer interactions.