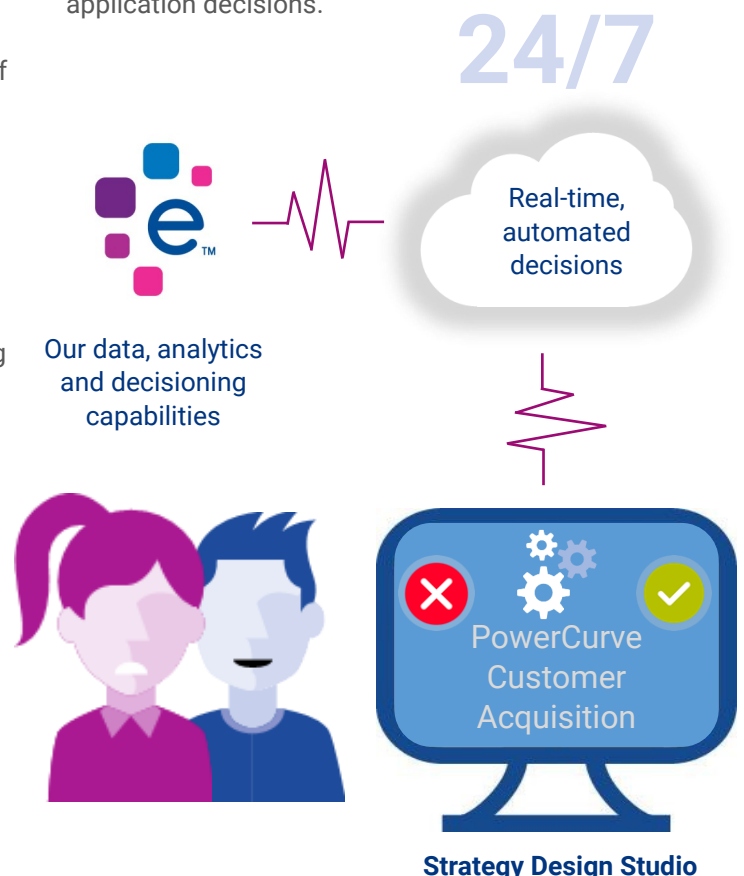


Improve your customer experience with rapid lending decisions and around the clock service

Introducing PowerCurve Customer Acquisition

In an everchanging market environment, speed and agility is key. With PowerCurve Customer Acquisition you can review how your acquisition process is performing using the Reporting Dashboard and make the necessary changes using the integrated decisioning tool.

Strategy Design Studio is market leading and is used by multiple financial organisations around the world. It comes with a user-friendly interface where you can design your own decision flows – increasing the intelligence in your automated processes and improving both the quality and quantity of your customer application decisions.



PowerCurve Customer Acquisition

PowerCurve: unlock the value of the cloud

PowerCurve offers all the benefits of a **SaaS solution** whilst integrating our range of data, analytics, and decisioning capabilities:

Out of the box packages: The solution embeds Experian's expertise and allows you to tailor to your business needs.

Rapid deployment: You'll be up and running in a matter of days, not months.

Continuous innovation: New versions and enhancements are available through automatic updates so you don't have to worry about maintenance.

Integrated platform: Includes Experian services like credit and fraud data and analytics.

API-based integration: Our flexible, modern APIs eases system-to-system connectivity.

PowerCurve Customer Acquisition features

Experian APIs instantly combine credit, fraud and internal data for acquisition decisions.

Reporting dashboard lets you review how your process is performing to help spot any areas for improvement.

Experian Data can be accessed for consumer and commercial credit, ID and fraud to enhance the view of your customer.

Strategy Design Studio gives you more control to broaden and expand the quality of your customer base by creating your own automated acceptance rules.

Cloud based system is secure, offers a rapid deployment, and is updated frequently.

Expert support when you need it from data science through to decisioning best practice, Experian's

How can PowerCurve Customer Acquisition benefit your business?

Instant approvals with real-time, automated decisions.

Cut costs with highly automated processes.

Offer a customer-friendly, digital experience.

Reduce credit and fraud **risk**.

Access advanced decisioning tools with low upfront cost.

Reduce IT complexity with automatic updates for security and product enhancements.

Simplify operations with a single offering that includes data, analytics, and decisioning.

Why Experian?

Experian has a long history of bringing together data, analytics, and decisioning technology to power opportunities for businesses and consumers. Now, our expertise is yours with PowerCurve Customer Acquisition.

As an enterprise-grade platform, PowerCurve Customer Acquisition incorporates the highest security standards, including a layered model that isolates and secures sensitive data. This same infrastructure also ensures the platform is highly available and can scale to handle large volumes of data and transactions.

In an increasingly competitive market, PowerCurve Customer Acquisition delivers the instant decisions today's customers expect with the security, reliability, and scalability that you need.

To see how Experian can help you introduce a digital customer acquisition process to your business, call 0844 481 5638 or contact your Experian representative.

Registered office address:
The Sir John Peace Building, Experian Way, NG2 Business Park,
Nottingham, NG80 1ZZ
T: 0844 481 5638
E: businessuk@experian.com
www.experian.co.uk

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