

INTRODUCING **ORIGINATIONS** FROM EXPERIAN

Discover. Understand. Innovate. Grow.



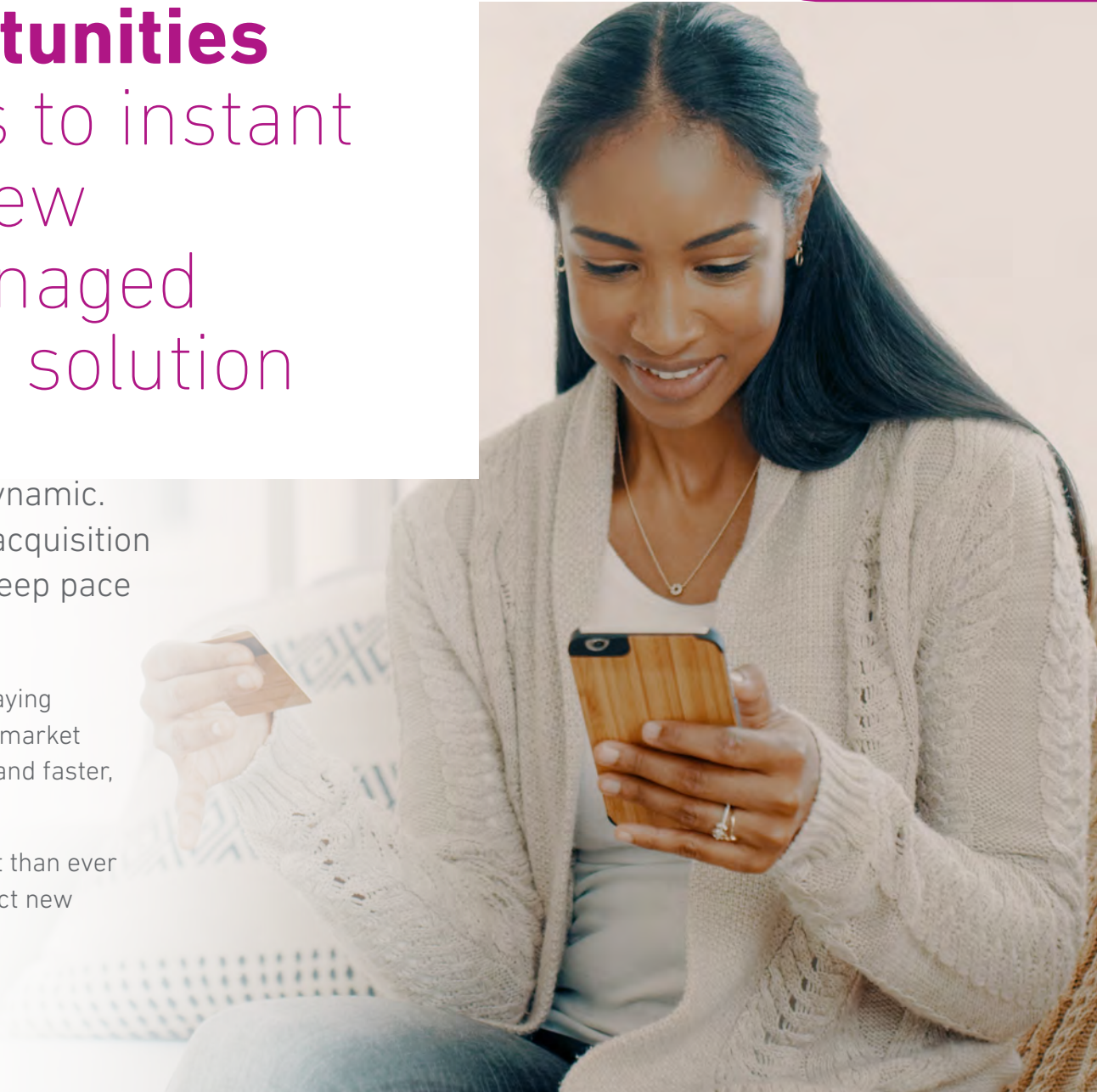
Discover new opportunities

and turn applications to instant approvals with our new generation cloud managed customer acquisition solution

The credit market is always evolving, always dynamic. How can you respond with the right customer acquisition strategy, spot potential and risk, and adapt to keep pace with economic, social and regulatory change?

Executing the right strategy has never been more crucial to staying competitive and gaining valuable new customers to grow your market share – as consumers look for more support, better products and faster, smoother digital journeys.

Origination from Experian offers you greater customer insight than ever before – to help you build strategies, automate decisions, attract new customers and bring them on board with speed.



With **Originations** from Experian, you can:

01

Run more responsive marketing campaigns.

02

Deliver frictionless digital customer journeys including instant approvals enabled by real-time automated decisions and quick onboarding across multiple channels.

03

Create, manage and improve strategies – fast and cost-effectively.

04

Approve quality customers with confidence and increase customer lifetime value.

05

Lower acquisition costs with automation needing less manual intervention.

06

Make data-led decisions with greater accuracy and speed, reducing dropout and increasing conversion.

07

Maximise new lending opportunities by identifying risks and resilience across prospective new customers.

08

Seamlessly integrate processes such as affordability, fraud and identity checks.

09

Report and audit decisions and performance to support regulatory compliance.

10

Reduce costs with a low-investment acquisition solution that's fast to implement.



The benefits



Unlock and drive new lending opportunities – throughout the customer lifecycle.



Improve customer satisfaction, loyalty and retention to increase lifetime value.



Grow your business by identifying quality customers, and customers with potential.



Reduce fraud, credit and identity risk.



Be able to respond to change at both speed and scale, and an individual customer level.



Save money through faster, more efficient acquisitions as well as pay-as-you-use service.



How it **works**

Implement decisions based on your rules, applying your strategies and processes across multiple products and channels.

Automate decisions to approve or reject more applications faster, to reduce cost, reduce risk and improve the customer journey.

Decisioning

Implement decisions based on your rules, applying your strategies and processes across multiple products and channels.

Insight

Extract analytical insight from this data enabled by cutting-edge AI and build highly predictive models of risk and opportunity for individual customers.

Data

Access and analyse multiple data sources during the customer application process, including Experian and third party data.

Real-time visibility

Create, edit, test and deploy strategies, policies and decisions, quickly and flexibly with simple to use dashboards.

Continuous evaluation

Automatically evaluate and re-evaluate the impact and performance of your decisioning for continuous improvement.



Decisions designed by your rules. As you choose.

Originations from Experian is pre-configured with our extensive knowledge and experience of acquisitions solutions and can be tailored pre or post launch bespoke to your needs. Simply plug and play with our decisioning templates or customise by building your own policy rules, parameters and segments.



Cloud-hosted software for speed, agility, scale and security



Modular - pre-packaged insight + bespoke solutions



Data rich and data agnostic for a single, complete customer view



AI-led to create actionable insights



Customer-centric, enterprise-wide architecture for fast, frictionless digital journeys



Fits seamlessly into existing systems



Discover with **Originations** from Experian

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Originations from Experian is part of our next generation decisioning platform combining data, analytics and technology to integrate and automate instant decision-making, unlock value and supercharge your performance – end to end throughout the whole customer journey. From finding, understanding and connecting with new audiences, to making credit and lending simpler, faster and fairer for customers.

[Request a consultation, or demo >](#)



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Originations & Acquisition
onboard more profitable
customers using adaptive
and targeted approaches.

Watch an overview



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