



Equifax Ignite

Optimise your credit strategy with reject referencing

This use of Ignite helps lenders with customer acquisition.

CHALLENGE

To improve the lender's credit risk strategies, in order to lend more responsibly whilst reducing the amount of loans that go into default. Ultimately they are seeking to increase profitability of their lending business.

SOLUTION

Using Ignite Direct, the lender's analysts can look at 'reject referencing'; the process of reviewing the performance of credit accounts that a customer took up with other lenders having been rejected by this lender, or after the customer chose not to take their line of credit. By understanding the performance of these customers alongside the lender's own portfolio, they can ensure that their strategy is working from a number of dimensions and Ignite Direct could allow them additional insight over their existing processes.

WHO IT HELPS AND HOW

Credit risk managers can validate that their strategy is performing optimally and, if not, identify the strategy changes required to optimise results. They can do this because Ignite Direct enables analysts to quickly and easily assess and iterate models so credit risk managers can continuously improve.

The lender can ensure they are taking on the best customers and entice those who are the lowest risk.

The potential outcome:

- Improve and optimise credit risk strategies
- Increase market share
- Avoid model bias
- Increase revenue
- Reduce bad debt