

The Equifax logo is displayed in white, bold, italicized capital letters on a dark red square background.

# Solutions for Credit Unions

For the unique challenges that  
face credit unions





## Expand member relationships and grow revenue with market-specific solutions.

**To thrive in an increasingly competitive market, your credit union must balance several goals: capture market share, nurture member loyalty, maximize profitable returns and increase revenue. Can you synchronize your resources, marketing efforts and technology reach to accomplish these objectives? Is there a way to cost effectively maintain strong member relationships and maximize growth opportunities across the entire member lifecycle?**

Equifax offers a full range of solutions designed specifically for the unique challenges that face credit unions. By blending industry-leading consumer data and analytics, Equifax delivers a deeper level of consumer intelligence to help you:

- Accelerate member acquisition
- Refine marketing strategies to find new members and grow existing relationships
- Increase workflow efficiencies to maximize operational effectiveness

Equifax can help your credit union incorporate big data into key business strategies by providing meaningful, actionable consumer insights. Our core credit solutions can deliver a multifaceted viewpoint of a consumer's credit position and credit behaviors to facilitate more robust risk management. Equifax verification services put tools at your fingertips to help qualify more members while assisting to manage risk. Our fraud solutions help detect synthetic and true-name fraud, utilizing real-time detection of velocity and behavioral patterns that are indicative of suspicious activity. Our marketing solutions provide unparalleled insight into members' estimated financial capacity, enabling credit unions to deepen member engagement through informed campaign planning.

Foster greater member loyalty and win more members with a partner who fully understands your market and has the tools to help you surpass every goal: Equifax.

### Improve acquisition and enhance the member experience

Develop a more strategic approach to new account opening by implementing fresh on-boarding tactics that help turn members into profitable households. Equifax can help you create a fast, flawless member experience while managing your regulatory compliance requirements. Our solutions help verify and authenticate prospective members and automate key on-boarding steps, including OFAC screening. Advanced technology quickly delivers detailed credit and risk scores that support informed decisions and help mitigate risk. Equifax also provides access to comprehensive consumer insights that increase the efficiency of your on-boarding workflow and help pinpoint relevant cross-sell and point-of-sale opportunities that can boost margins. Satisfy members with an accelerated acquisition process and enhance the member experience.

### Cultivate stronger relationships by concentrating on the right members

Your members have a multitude of choices in a market full of options. Equifax can help you engage members with the best products and services at the right time to help drive organic growth. We deliver meaningful metrics to strengthen segmentation and improve targeting by providing strong insight into key financial measures, allowing you to gain knowledge on what types of investment, deposit, and lending products are likely preferred and needed by your members. We'll help you design more informed direct and online marketing campaigns by focusing on the right promotions that help you increase the return on your marketing investments. Understand your members from a whole new perspective and identify the optimal opportunities to build deeper relationships and better enable you to grow your share of wallet.

### Build mortgage revenue by optimizing your portfolio

Locating optimal revenue opportunities within your member portfolio takes a winning mixture of concentration and confidence. Equifax has the tools to help you clearly understand which members are actively in the mortgage market and easily identify high quality loan candidates. Our solutions deliver predictive insights built from a strong combination of credit and non-credit data to give you a current viewpoint into employment, income, property and undisclosed liabilities. We streamline the entire loan lifecycle by helping your business effectively segment and rank-order your membership, navigate certain key underwriting issues, monitor pre-closing reviews and complete loan servicing. Increase marketing returns and make more firm offers with verified consumer information and broader segmentation tools.

### Acquire additional auto revenue by leveraging actionable member insights

Strong member relationships can prevent your auto loan members from driving off to another lender. At Equifax we've developed solutions to give you deeper insight across the automotive ecosystem, so you can understand exactly where your members and your products fit in. Find opportunities first by leveraging differentiated consumer data and unique industry intelligence to



Equifax can help you create a fast, flawless member experience while managing your regulatory compliance requirements.



Equifax delivers a comprehensive picture of a small business so that you can better estimate their need for small business DDA products.

target the right members and help close more loans. Our tools can add value at every stage of the automotive lending process. With better segmentation, you can tailor marketing efforts and create more personalized relationships. We can help determine the lowest risk loans and protect your business. Help increase your book-to-approve rates and loan performance with solutions that incorporate verification of income and employment status.

### **Build profitable, long-term relationships with small businesses**

Discover the hidden needs of your members who own small businesses. Equifax can help grow your small business portfolio by linking associated data from separate consumer and business files. We deliver a comprehensive picture of a small business so that you can better estimate their need for small business DDA products, small business loans, lines of credit and credit cards. Expand member relationships and avoid risk across the lending cycle with solutions that combine predictive insights with small business expertise to help identify strong cross-sell opportunities, develop solid target lists, qualify applicants, and strengthen underwriting and account management. Hone your marketing strategy, open more small business accounts, focus on quality loans and increase small business revenue with specific decisioning perspective.

### **Win more members and grow loyalty**

At Equifax, we understand the pressures you face to grow your portfolio, maximize profits and maintain the highest levels of member satisfaction. Our solutions are designed to empower your credit union with consumer insights and decisioning information backed by enhanced analytics and industry-leading experience, to help you increase membership and maximize portfolio growth. Expand your business strategies and deepen member relationships with insight-driven solutions tailored specifically for credit unions from Equifax.



**CONTACT US TODAY**

#### **For more information:**

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