



You can't **problem solve** if you don't know there's a problem.

Answer and intelligently address your toughest questions *throughout the customer journey*

To securely grow your business, you must be able to answer a **few simple questions** at every stage of the customer journey.

What should I **keep doing**?

What should I **do next**?

What can I **do better**?

For this, you need a **dynamic feedback loop** that can evaluate your analytic strategies and decisions in real-time. One that puts proven, data-backed answers to these and other burning questions at your fingertips.

Powerfully efficient and ridiculously accessible, a feedback loop offers a differentiated approach that gives businesses of all sizes unmatched agility, empowering continuous optimization and the ability to securely expand their business throughout the customer lifecycle.

Let's take a look.

01



02



03



04



01 Prospecting

Targeted prospecting enables you to convert more prospects into new accounts, faster. After launching your prescreen campaign, upload your prescreen population into **Equifax Ignite® for Prospecting** and use the feedback loop to monitor your campaign results.

How a feedback loop helps

Since your prescreen population is already loaded in Equifax Ignite, use a feedback loop to assess the quality of your credit decisions and decisioning parameters. Adjust your risk parameters on the fly, as needed, to continuously accelerate and optimize new account openings and in-play prescreen campaigns.

Use insights from a feedback loop to modify the parameters of your follow-up offers.



Prescreen offer is accepted

Your prospect applies for a loan and automatically kicks off the decisioning process within the integrated **Interconnect** decisioning platform (or your decisioning platform of choice).



No response

Re-target recipients who don't respond with new offers based on their "off us" activity from the **Campaign Insights Dashboard**, which can reveal if a new credit line was opened elsewhere.



Prospecting questions you can answer using a feedback loop:

- ? How can I boost my account openings by matching the right offer with the right prospects?
- ? How can I expand my prospecting audience without increasing my risk levels?
- ? What offers are my prospects accepting (other than mine), and how can I adjust my offer to attract and win their business?
- ? What's a better segmentation strategy for improving my acceptance rates (e.g., tailored credit limits or interest rates)?

01



02



03



04



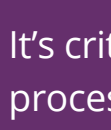
02 New Account Opening

Your loan applications are flowing. But are your decisioning rules in Interconnect (or your decisioning platform of choice) optimized and aligned with fast-moving market conditions and consumer behaviors? Use a feedback loop to monitor and gain visibility into existing loan performance.

How a feedback loop helps

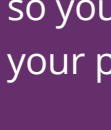
Automatically feed your decisioning outcomes from **Interconnect** (or other decisioning platform) into **Equifax Ignite** to analyze and identify declined or underserved applicants who may be performing well at other financial institutions. Adjust your parameters accordingly to confidently approve more of these customers.

Similarly, **use a feedback loop to evaluate adverse loan performance and emerging trends** pertaining to fraud, slow-pay, default, and write-off accounts. Again, adjust your decisioning parameters accordingly.



You're leaving money on the table

It's critical to understand if your decisioning process consistently overlooks or underserves certain segments of creditworthy consumers who may be flocking to your competitors.



You're being too generous

It's also important to recognize evolving risks so you can pre-emptively adjust or tighten your parameters to protect the bottom line.



New Account Opening questions you can answer using a feedback loop:

- ? How can I approve more of the right customers?
- ? What is my current acceptance rate and how does it vary across different segments?
- ? What are my default rates, how do they compare to industry benchmarks, and are defaults concentrated in specific segments or products?
- ? How can I optimize my decisioning processes and achieve my account opening goals while mitigating risk?

01



02



03



04



03 Account Management

Your customers are the lifeblood of your business, which makes your ability to grow and protect these relationships paramount. **Portfolio Insights Dashboard** powered by Equifax Ignite can help by enabling you to quickly visualize and act on opportunities and risks hiding within your customer base.

How a feedback loop helps

Use a feedback loop to analyze outcomes of your cross-sell and upsell efforts (i.e., offers that are accepted, declined, or ignored) and power more precise targeting for future prospecting campaigns within Equifax Ignite for Prospecting.

After identifying at-risk accounts, **run that population through a feedback loop to reveal actionable insights** that can inform your risk mitigation strategies and optimize debt recovery.



Boost lifetime value

From timely loan expansions and line-of-credit increases to intelligently cross-selling and upselling "next step" financial products, your ability to offer expanded services at the right moments helps to position you as a valuable financial partner while sparking bottom-line revenue growth.



Protect your customers

Likewise, your ability to consistently review customer accounts for emerging risk indicators can help you pre-emptively protect at-risk customers by offering payment holidays, adjusted terms, and other accommodations.



Account Management questions you can answer using a feedback loop:

- ? Which of my current customers represents the greatest risk or opportunity?
- ? Are there pockets of untapped opportunities inside my customer base?
- ? What risk triggers should I be monitoring?
- ? How can I more accurately determine my loan loss reserves?

01



02



03



04



04 Portfolio Growth

This is about growing and protecting your business. To inspire secure business growth, you need clear visibility into performance benchmarks across your portfolio(s). With **Portfolio Insights Dashboard**, any business user can access these insights, immediately understand what's happening, and skillfully apply the learnings in real-life growth strategies.

How a feedback loop helps

Use a feedback loop to test analytic models for prospecting and origination, and other go-to-market business strategies. Then, funnel those learnings back into the appropriate analytic environment(s):

Campaign Insights Dashboard or Equifax Ignite for Prospecting to strengthen prospecting campaigns.

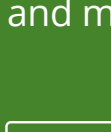
Interconnect (or your preferred decisioning platform) to refine or expand decisioning parameters.

Portfolio Insights Dashboard to monitor and upsell them into an additional credit product, determine a loss mitigation strategy, and more.



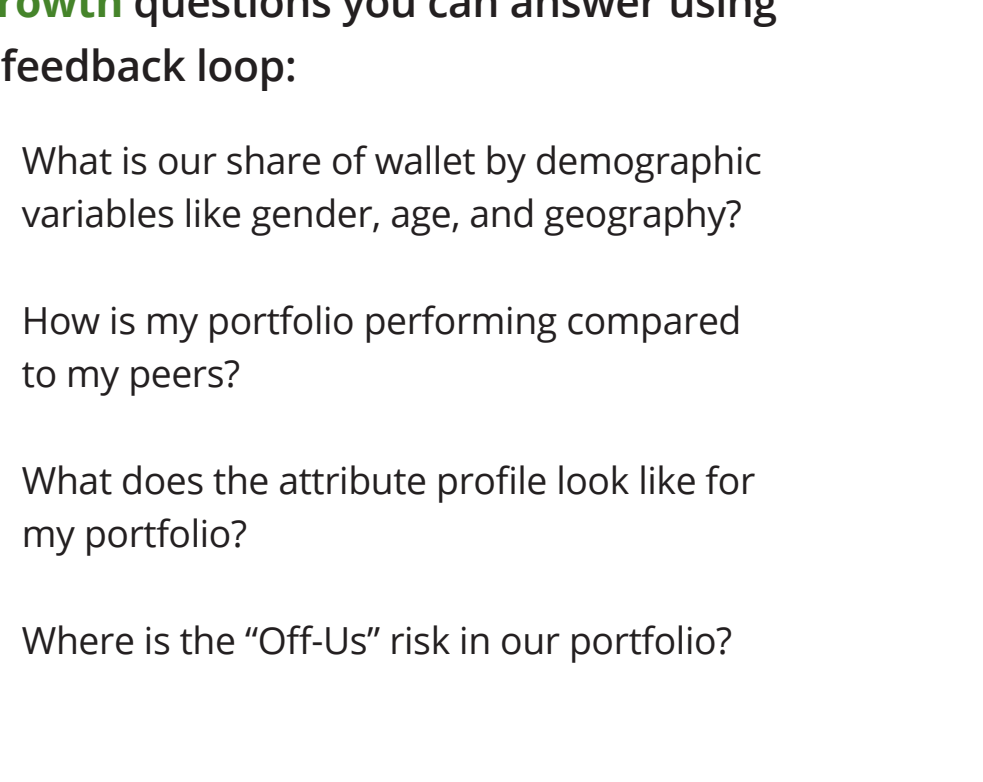
Expand your reach

With current, market-level portfolio views, you can identify unmet needs and address them by exploring new product offerings, developing new product bundles, building new pricing models, expanding into untapped consumer demographics and geographic markets, and more.



Lead with predictive insights

Instead of "more of the same" or hypothesizing about your next steps, power ahead based on a holistic, data-driven understanding of your portfolio trends and predictive views of profiles by trades, product mix, balances, generation, delinquencies, demographics, and more.



Growth questions you can answer using a feedback loop:

- ? What is our share of wallet by demographic variables like gender, age, and geography?
- ? How is my portfolio performing compared to my peers?
- ? What does the attribute profile look like for my portfolio?
- ? Where is the "Off-Us" risk in our portfolio?

Equifax can help

The Equifax Ignite data and analytics ecosystem includes a built-in feedback loop that enables you to automatically analyze the outputs of your strategies and campaigns in real time. You get immediate visibility into what's working, what's not, and what you can do better at every stage of the customer journey.

Get the answers you need to securely grow your business from prospecting, origination, and new account opening through account management and beyond. The Equifax Ignite feedback loop can support and guide you every step of the way.

1

Reach the right prospects.

2

Approve more of the right customers.

3

Strengthen existing customer relationships.

4

Protect and grow your business.

Contact us to enhance your account management at **USISmarketing@equifax.com** or **equifax.com/DDM**