



Tips to spot hidden opportunity and hidden risk in an uncertain economy

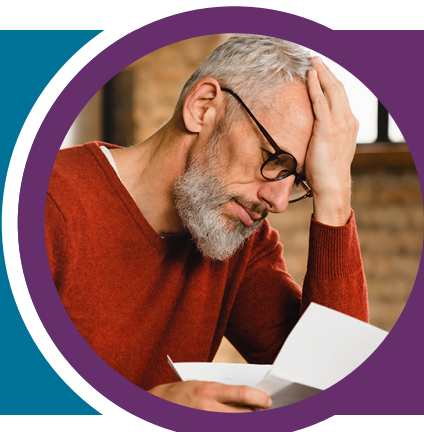
Recession or not, consumers’ finances are facing some pressure.

But even as inflationary pressures persist, **not all consumers are affected equally**. This disparity in consumer financial resilience and durability can conceal **hidden opportunity** and **hidden risk**.



Financially resilient

Some households have the financial capacity to **continue to spend, save, and pay down debt**, despite inflation and economic uncertainty.



Struggling

Other households are struggling to pay for higher priced goods, services, housing costs, and transportation that may **result in delinquency**.

How can credit unions uncover hidden opportunity and hidden risk?

Marketers and lenders can **use consumer financial insights** to identify opportunities and risks across the **member lifecycle** — from **acquiring new members**, to **managing their existing portfolio**, to **planning for the future**.



Uncover hidden opportunity

Find acquisition opportunity



Target affluent consumers for new investment and banking relationships



Focus prospecting on households that have the ability to spend



Expand your lending prospect audience with a view of consumer finances beyond credit

Find member growth opportunity



Uncover wealthy members to capture assets and grow wallet share



Segment lower risk lending members with credit growth potential



Deliver the right next investment, banking, or credit offer to deepen the relationship



Identify audiences for top-tier treatment groups, service levels, and loyalty program benefits

Uncover hidden risk

Uncover consumer and portfolio risk



Review lending accounts monthly to prevent losses



Get real-time alerts of changes in consumers’ finances



Identify consumers that may struggle to meet financial obligations



Differentiate consumers with changes in employment, income, and bill pay behavior



Recalibrate your models with current credit scores, expanded data, and the cloud

Uncover market risk



Monitor consumer financial trends to spot areas of concern



Update your forecasts with recent historical credit data



Spot the opportunity

One credit union analyzed its members’ likely total deposits to discover
\$14 billion
in **assets** held at other credit unions.

18%

of **thin/invisible consumers** could qualify for prime/near prime offers by using alternative data.*



Spot the risk

Low-durability households have **delinquency rates up to 10 times higher** than those with the highest durability.*

Firms that have not updated their models to include our latest credit attributes could be **missing out on up to a 15% lift** in performance over legacy attributes.*

Put consumer financial insights to work at your credit union.

Consumer financial insights are the **key ingredients** that businesses need to **better understand consumers’ financial health** and ability to spend, save, invest, and meet financial commitments — **even when they are under financial stress**.



Stay on top of business goals while managing risk.

Focus on forward



Navigating uncertainty

Forward: The only way to go

In uncertain times, businesses are inclined to pause and may miss opportunities or fail to uncover hidden risks — while waiting for the perfect picture to emerge. But you must keep momentum to move through changing and difficult economic conditions.

Equifax is an empowerment engine. We help businesses plan so your operation is resilient and prepared for whatever is next. We help you adapt with confidence and focus on moving forward.

To discover the latest data-backed insights on navigating risk and finding opportunity in an uncertain economy, visit equifax.com/focusonforward

*Equifax analysis
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