



Case Study

Communications/utilities provider enhances bureau strategy with a single risk model powered by multi-bureau attributes

CHALLENGE

Company was maintaining three sets of bureau-specific data and attributes to fuel its applicant risk model, resulting in significant time and expense.

SOLUTION

Equifax developed a single risk model powered by multi-bureau attributes and artificial intelligence/machine learning (AI/ML).

RESULT

New model delivers up to 13% lift in model performance, enabling the company to simplify analytics and approve more applicants without increasing risk.

Challenge

A provider of communications/utilities services with a diverse customer base was relying on an older risk model to assess as many applicants as possible.

The company was maintaining multiple sets of attributes from the three bureaus. However, coding, validating, and keeping up to date on three sets of bureau-specific data was resulting in significant time and expense.

Solution

Equifax developed a single risk model powered by multi-bureau attributes, artificial intelligence, and machine learning. About multi-bureau-capable attributes from Equifax:

- Attributes are leveled across three bureaus
 - Data used for attribute calculations is mapped across all three nationwide credit reporting agencies
 - Uses same attribute logic as Equifax best-in-class, single-bureau credit data attributes
 - Available for over 2,700 multi-bureau-capable attributes
- Enables better consistency and model performance
 - Improves consistency of attribute values regardless of underlying data source resulting in improved model performance across all three bureaus

Equifax developed a single risk model powered by multi-bureau attributes, artificial intelligence, and machine learning.

Multi-bureau Attribute Leveling Results (KS)

Leveled attributes across the three bureaus yielded very similar model KS values

Equifax

Bureau 2

Bureau 3



Results

The new “multi-bureau” model outperforms the company’s legacy model enabling the firm to simplify analytics and approve more applicants without increasing risk.

Score Better

The new model was tested and validated across several consumer segments. The new model exhibited over 13% and 5% lift in performance in the New-to-Credit and General segments respectively.

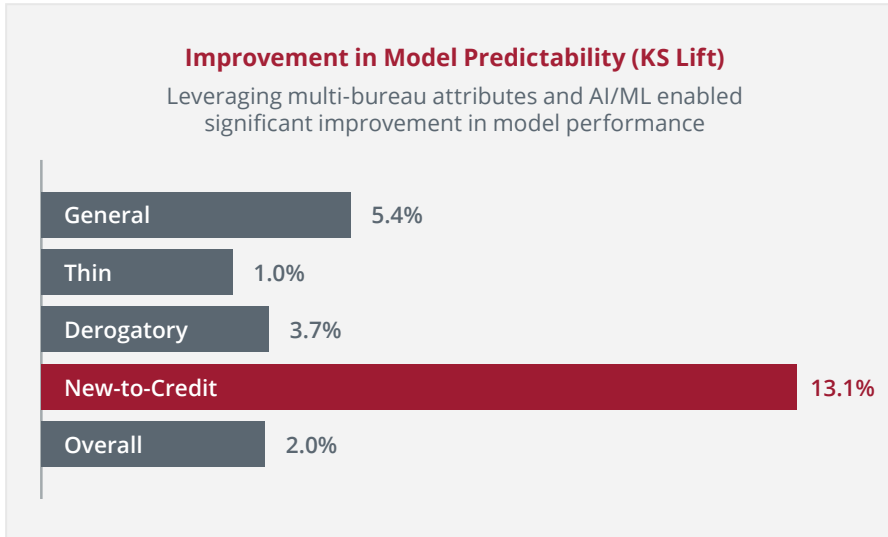
Score More

The new model powered by multi-bureau attributes will allow the company to score more applicants than if only a single bureau data is used.

The company can confidently rely on the new multi-bureau model fueled by multi-bureau attributes and AI/machine learning going forward, thus saving time and money:

- Only one model needs to be maintained for all three bureaus
- One seamless integration to support credit attributes across all three bureaus

The company can confidently rely on the new multi-bureau model fueled by multi-bureau attributes and AI/machine learning going forward.



Learn more about how Equifax can help your business advance its modeling technology and performance.

equifax.com/business/product/consumer-attributes

Results may vary based on actual data and situation.

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