Payment Intent Score

Help identify ‘never-pay’ fraud in real time with an AI-driven risk assessment score

Credit scores can help you assess the likelihood that an applicant can pay. But they can’t help you predict if the applicant *intends* to pay.

This gap is known as ‘never-pay’ fraud. In the telco industry, it occurs when individuals finance mobile plans with no intention of ever meeting the repayments. A significant portion of those losses can be attributed to unrecoverable hardware costs.

It happens in the Canadian financial services industry as well where ‘never-pay’ fraud contributes to the $196 million in potential hidden losses in the credit card sector[1].

That’s where Payment Intent Score can help. It is a high-precision, AI-driven solution designed to help identify accounts at high risk of ‘never-pay’ fraud at the point of application, allowing organizations to intervene before permanent losses occur.

Payment Intent Score is calculated in real time to help fraud and acquisition teams make faster, more efficient approval decisions — helping stop fraudsters before a loss occurs while letting lower risk, legitimate customers flow through with less friction.

- **$196 million** in potential hidden losses are estimated across Canada’s credit card market each year[1].
- **2.5M** transactions are vulnerable to ‘never-pay’ fraud each year within Canada’s top telco companies[2].

It's available for two different markets:

1). Telco

- **Risk Focus**: Targets device financing fraud within the telecommunications industry.
- **Value**: Mitigates unrecoverable hardware loss at point of sale. An analysis of one major Canadian telco company's data identified nearly 50% of potential 'never-pay' fraud in real time by focusing on the riskiest 10% of scores[3].

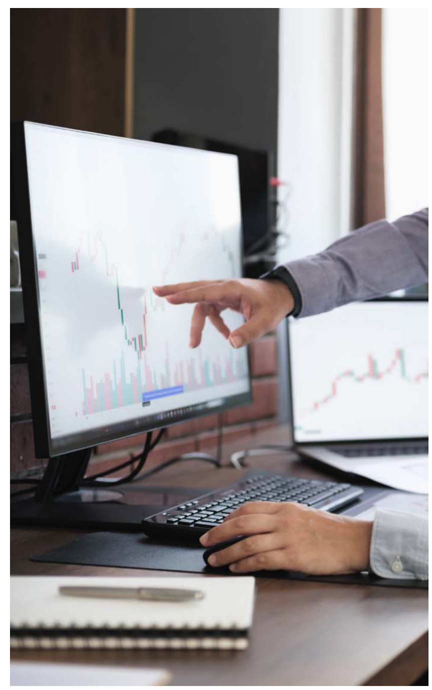
2). Revolving

- **Risk Focus**: Helps financial institutions more accurately predict which revolving product applicants are less likely to pay their credit obligations.
- **Value**: Helps protect credit card portfolios at origination by supporting the identification of high-risk 'never-pay' applicants before losses are realized.

Payment Intent Score uses our Equifax AI capabilities to provide greater fraud prevention to your business, allowing you to streamline the experience for genuine customers.

How it works

Payment Intent Score uses best-in-class AI technology to generate a real-time risk assessment score that helps identify potentially fraudulent activity (including device sales fraud or unpaid credit cards) before it happens.
The score, ranging from 1-999, can be appended to the Equifax credit report provided to organizations, or delivered via API as a standalone score.
The higher the score, the higher the risk.



Precision targeting

- For Telco, the score flags applicants likely to miss two straight payments within the first four months of account opening.
- For Revolving, the score flags applicants likely to miss three payments within the first six months.

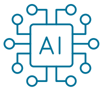
This precision can help fraud managers separate true intent to defraud from accidental late payments, protecting credit limits and loan portfolios before losses are realized.

Advantages

Reduce the amount of time required to run manual checks by better identifying those applicants who can move forward immediately, as well as those who need a closer second look.

Appended to credit report

Helps preserve legitimate sales



Uses AI to deliver real-time results

With Payment Intent Score:

- **Simplification**
  Single score attached to credit report.
- **Cost Savings**
  Helps spot 'never-pay' intent before losses are realized.
- **Speed**
  Helps you maintain a lower-friction acquisition journey for genuine customers by using AI to assess risk and produce scores in real time.

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1 H2 2025 Equifax Canada Market Pulse Fraud Trends. October 2025.
2 Based on Equifax Canada market analysis.
3 Equifax Canada study with a Tier 1 Canadian telecommunications provider.