

Marketswitch Optimization®

Balancing customer needs with business goals to optimize performance

As the business world becomes increasingly complex, so do the decision-making processes that support customer interaction. A surge in digital interactions and new self-service channels is generating more demand for analytical decision processes that apply real-time context. At the same time, advances in data processing and analytics are improving the insight that feeds into decisions.

This is why a mathematical optimization approach to decision-making has become both essential and achievable as organizations become more analytically mature. Experian's Marketswitch Optimization® solves these complicated decisioning problems by evaluating competing goals and priorities, weighing tradeoffs and determining which scenario offers the best result to deliver ideal, personalized decisions.

Clients across industries and around the world rely on Marketswitch Optimization to design and execute optimal decisions at the individual level. It maximizes performance against business goals while considering resource limits, regulatory policies and contact rules. Applicable across the Customer Life Cycle — from acquisitions to portfolio management to collections — Marketswitch Optimization helps clients dramatically improve profitability and efficiency.

Key features

- **Interactive scenario analysis** to evaluate objectives against operational and financial constraints prior to execution.
- **Multigoal analysis** to understand and visualize the tradeoff between conflicting goals.
- **Advanced analytical tools** provide transparency and ensure optimization strategies perform as expected once operational.
- **Highly scalable** to massive optimization problems, including big data scenarios with a considerable number of decisions and constraints.
- **Business-focused user interface** offers control but doesn't require mathematical expertise.
- **Automation** enables optimization problems to be refreshed, solved and executed without manual intervention.
- **Integrated with Experian's PowerCurve®** and other leading decision management platforms.

Marketswitch Optimization®

Key benefits

- Grow profits with intelligent pricing and revenue management strategies.
- Increase response and take-up rates with tailored offers and interaction tactics.
- Reduce costs through improved efficiency.
- Quantify and manage risk, profit and revenue goals across stakeholders.
- Evaluate multiple scenarios, weigh the tradeoffs, and determine which one is best.
- Execute strategies at an individual customer level to elevate the customer experience.
- Adapt to and satisfy regulatory constraints while boosting profits.
- Turn insights gleaned from analytical activity into profitable decisions.

Optimization from originations to collections

An Experian client wanted to maximize profit for unsecured loans but faced resource and legislative constraints. With Marketswitch Optimization, the client was able to offer an optimal price for individual customers, resulting in a 33 percent increase in profitability while cutting bad debt by 18 percent.

A global bank used our optimization tools to develop collection strategies that led to a 10 percent increase in recoveries and a 12 percent reduction in bad-debt provisioning.

Marketing departments are challenged to select the best action for each customer from the universe of offers, channels and contact policies. Marketswitch Optimization helped a leading telecommunications provider double response rates and realize a 20 percent improvement in contact profitable decisions efficiency while adhering to contact rules.