

# Text for Credit™

## Instant decisioning through a text message

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Wouldn't it be nice to initiate and complete the credit process with a simple text message from your smartphone? Now you can. Text for Credit™ offers industry-first technology capabilities to identify consumers. Less data is required, so the credit process can be completed within minutes.

Traditional means of securing credit can be slow and awkward — exposing consumers to risk as they disclose sensitive information in public spaces. Text for Credit transforms the way consumers secure credit in the ever-growing mobile-centric universe.

### Consumer-driven instant decisioning from the palm of your hand

With Text for Credit, consumers can text a keyword, like "CREDIT," to a short code. Next, a text message response is sent that takes them to an Experian-hosted website where they can review credit offers, apply and receive an instant decision. In most cases, consumers will be recognized by their device credentials and bypass the need to fill out a lengthy credit application. If approved, consumers will have immediate access to the credit through their device.

### Incorporate mobile into the consumer credit journey

Smartphone use is on the rise. And embracing this digital channel for credit marketing is integral in driving your acquisition and cross-sell strategies forward. Text for Credit makes it easy for consumers to determine what offers they may qualify for, apply and get an instant decision for credit they can use immediately.

- **Mobile-modular design** — A simple, mobile-first user interface requires less data entry, has prefill capabilities and makes completing forms on a mobile device easy.

- **Reduced steps** — We've removed friction from the process by requiring only minimum information from the consumer to complete the process.
- **Immediate use** — Consumers can instantly use their credit offer from their smartphone, either at the point of sale or prior to making purchases.
- **Email offer option** — Consumers also have the option of emailing themselves the offer, details and unique reference number to complete the process later.
- **Analytics management dashboard** — Clients have constant access to a management dashboard that tracks keyword metrics like text message quantity, offer geolocation and overall order funnel activity.

### Options tailored to your needs

- **Prequalification** — Consumer-driven entry to an Experian-hosted web interface that displays the offer(s) consumers are qualified for.
- **Prequalification and Instant Credit** — Full end-to-end process from qualification to underwriting, allowing consumers immediate use of the credit.
- **Instant Credit** — Consumer-driven invitation to apply, all within an Experian-hosted web interface, allowing consumers immediate use of the credit.

## Text for Credit™

### Powered by Decisioning as a Service<sup>SM</sup>

Text for Credit is delivered via our Decisioning as a Service<sup>SM</sup> environment. This environment provides clients with flexibility across data sets, attributes, scores and decisioning to make better informed, complex decisions across the Customer Life Cycle. It can be used to increase qualification, approval and take rates while reducing bad debt and lowering operational and manual review costs.

Text for Credit allows you to drive consumer engagement to shop and apply for credit offers — all from their mobile device.

To find out more about Text for Credit, contact your local Experian sales representative or call 1 888 414 1120.