



Protect your customers' credit and identity while contributing to their financial wellbeing.



Credit Monitoring and Alerts: Capture Customer Loyalty when You Offer Experian Affinity Services



Affinity

Only 37% of survey respondents are knowledgeable about credit monitoring services.¹ Are your customers among them? When you offer your customers our credit monitoring products, you not only help them monitor their credit and identities, but you also deepen the value your organization contributes to their financial wellbeing.



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66% of survey respondents never or rarely check their credit report for errors³

The Case for Offering Credit Monitoring Products

Preventing fraud – especially identity theft – has become a priority for many Americans. With credit monitoring products, customers can find out about changes as they happen, while engaging more with your brand, feel more valued and reward your service with enhanced loyalty.

When you provide your customers with credit-focused solutions from Experian® Affinity, you create greater loyalty for your brand. By helping improve their credit literacy, you build a more educated, engaged customer base.

Experian Credit Monitoring Products Provide Your Customers with:

- › Daily monitoring of 50 leading indicators of identity theft, including new loans and medical collections
- › Alerts of any key changes in their credit reports, including suspicious activity that could cost them thousands of dollars each year
- › Resources to help them detect signs of fraud sooner. Early detection can help minimize the damage of fraudulent activity
- › Access to Experian's award-winning Fraud Resolution Services agents who can help your customers recover faster
- › The ability to increase credit awareness, which can help them make better credit choices

Why Experian?

Experian is the largest credit bureau in the U.S.², maintaining credit information on millions of Americans. In case of fraudulent activity your customers will have access to our award-winning Fraud Resolution Agents, who will assist end-to-end.

1. Credit/Identity Monitoring Product Feature Study, January 2014, Experian Consumer Services

2. IBIS World Industry Report 56145, March 2013

3. Harris Interactive Study, October 2013



Affinity

Put the strength
of a global pioneer
behind your brand.

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