

Provide your customers with credit information that helps them understand how their decisions can impact their financial future.



Educate Consumers with Score Planner™



Affinity

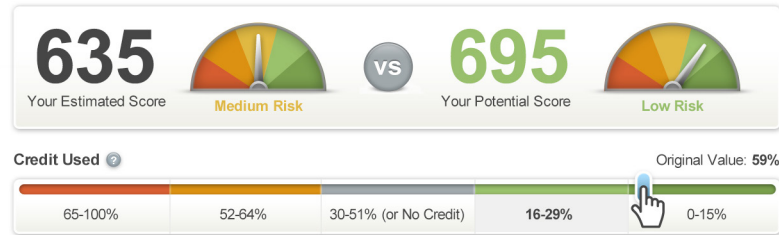
Your customers know they can turn to you to reliably provide the products and services they need. But they may be less confident about other aspects of their financial lives, including how certain behaviors may impact their credit scores.

Guesswork is no way to understand credit. You can help them eliminate the guessing – and deepen their loyalty to your brand – by offering them access to Experian’s Score Planner. What’s more, educating your consumers on the impact certain credit behaviors have on their score can increase engagement by boosting their credit intelligence.



Score Planner –
Common Scenarios is a
one-of-a-kind resource

How Score Planner Works



By providing customers with valuable credit information, you increase engagement and accentuate your brand's value as a company that helps people understand how their decisions can impact their financial future. Score Planner gives your customers:

- › Projected scores based on 13 common credit scenarios that may impact their score, including opening a new mortgage, paying off a car loan or missing a credit card payment
- › Easily understandable side-by-side comparisons of credit behaviors and easy-to-navigate levels for credit score estimates
- › A deeper understanding of how financial behaviors affect their credit score

With Experian® Affinity, you'll be able to offer your customers insight into what their lending score could be based on certain credit behaviors, giving them insight into where their credit potentially stands in the marketplace.

Why Experian?

As a recognized, trusted provider of credit information services, Experian provides its partners with valuable features for their members. Partnering with Experian to provide credit education and information to your customers enhances customer engagement and builds your organization's reputation as a brand that helps consumers understand their credit.



Affinity

Put the strength
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