

# Instant Prescreen

Acquire new customers and deepen account relationships

---

How do you maximize the limited opportunity to cross-sell during the sales process? Instant Prescreen can help. This easy-to-use tool lets you determine if a customer qualifies for other products and immediately extend preapproved offers of credit to prospects.

## Maximize opportunities with instant credit decisions

With Instant Prescreen, you can quickly extend preapproved credit offers to qualified existing or prospective customers who are already engaged. Because Instant Prescreen isn't consumer-initiated, decisioning happens at the same time the original transaction is in progress.

For example, a consumer visits your branch to open a checking account. While you're getting information to open the account, you can initiate an Instant Prescreen request to see if the consumer qualifies for overdraft protection, a credit card, or an auto or home equity loan. If the request is approved, you make the offer to the customer. Now, instead of offering credit applications, you can sell your loan products.

## Online prescreening

For traditional preapproved credit offers, it can take six to eight weeks from the initial credit screen to mail the offer.

Instant Prescreen increases your new account acquisitions by performing the preapproval process in seconds while the customer is inacting with you online or on the phone.

## Easy delivery access

Implementing Instant Prescreen is quick and straightforward. Access is available through Experian's graphical user interface, our Net Connect frame relay or a variety of vendors.

Whenever you're in contact with a prospect, simply enter his or her identifying information into Experian's decisioning platform. If the prospect meets your criteria, the system will respond with "yes" and you can make your preapproved offers of credit instantly, at the point of contact.

## Improve response with immediate offers

Instant Prescreen is designed for institutions that want to boost account openings cost-effectively.

### Instant Prescreen helps you:

- Rapidly present a preapproved credit offer while face to face with the consumer, that's raising your overall take rate.
- Retain your customer base by increasing the quantity of products per customer.
- Increase the offer acceptance rate while lowering the cost per account booked.

## Instant Prescreen

### Implementation options:

- **Instant Prescreen** — This product allows you to select from industry-standard risk scores and predefined criteria.
- **Advanced Instant Prescreen** — With this highly configurable product, you can select from a large number of models and attributes, including Experian's highly predictive Premier Attributes™, to make credit decisions and determine appropriate product offerings.
- **Custom Instant Prescreen** — This is our most flexible product. It benefits clients who have complex decisioning needs, require third-party data sources, use custom models or attributes, or integrate client-supplied files for suppression or decisioning purposes.

With a wide range of implementation options, Experian® has an Instant Prescreen model to fit your budget and decisioning requirements.

### Make better decisions throughout the customer life cycle

Both Advanced Instant Prescreen and Custom Instant Prescreen are delivered via Experian's Decisioning as a Service<sup>SM</sup> environment. Decisioning as a Service provides clients with flexible access to data, attributes, scores and decisioning to make better mission-critical decisions across the customer life cycle. It can be used to increase qualification, approval and take rates while reducing bad debt and lowering overall operational and manual review costs.

To find out more about Instant Prescreen, contact your local Experian sales representative or call 1 855 339 3990.