

Prequalification

Credit-qualify consumers without making a firm offer of credit

Prequalify consumers for credit in real time at the point of contact – whether it's online, during inbound or outbound calls, face-to-face or in a booth/kiosk setting.

Experian's Prequalification provides consumers with a variety of credit options they may qualify for based on their credit file. Because the consumer initiates the prequalification process, a firm offer of credit is not required by the company. By leveraging Prequalification, you can increase return on investment by matching consumers with the right product at the right time.

Accurate and rapid

Acquiring accounts on line and through other channels often is hindered by applicants who are not credit-qualified for the products they apply for. Prequalification enhances the lead-generation process by allowing you to match consumers with the products that meet their credit profile before they apply, thus increasing approval rates once the formal application is submitted. Best of all, the entire process with the consumer can be completed within seconds.

Consumer-driven

Consumer-initiated and consent-based, Prequalification allows potential customers to see which credit products they may qualify for.

Consumers can proactively review all credit options with the associated features before they determine the most optimal product and start the application process. This approach increases consumer take and approval rates as well as utilization.

Real-time, qualified leads at the point of contact

Prequalifying consumers in real time online, face-to-face or in a setting where the consumer is already engaged increases the likelihood of response and results in more profitable leads. Prequalification is a compelling solution for lenders, brokers and agents. For lenders, Experian's Prequalification allows the use of individual credit data to match prospective customers with the right loan products. For agents or brokers working on behalf of lenders, such as financial institutions or auto dealerships, Prequalification helps more appropriately route more qualified leads that meet lenders' and dealers' lending criteria.

Three Prequalification levels to suit your needs

- **Prequalification (standard output):** returns a credit profile and/or a credit score if requested by the client.
- **Advanced Prequalification:** multiple, adaptable output options using many generic attributes and scores. Experian's highly predictive Premier AttributesSM product also is available.
- **Premium Prequalification:** enables clients to prequalify consumers for credit and simultaneously provides a snapshot of their credit health.

Prequalification

Secure access and delivery methods

- Quick, easy setup via Experian's NetConnect, Transmission Control Protocol/Internet Protocol (TCP/IP), Access, or Secure File Transfer Protocol (SFTP) or other vendors you currently use to access credit reports.
- Multiple touch-points, including point of sale, internet, kiosks and call centers.
- Flexible input and output formats.

Make informed decisions throughout the Customer Life Cycle

Our Advanced Prequalification and Custom Prequalification products are delivered via Experian's Decisioning as a Service environment. This environment provides clients with flexible access to data, attributes, scores and decisioning to make better informed, complex decisions across the Customer Life Cycle. It also can be used to increase qualification, approval and take rates while reducing bad debt and lowering overall operational and manual review costs.

Experian's prequalification products can help you generate the most profitable leads or prequalify consumers for the best products and offers.

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