# Make an individual offer to each customer

Origination decisioning with New Business SM





## **New Business SM**

In today's competitive market it is becoming increasingly important to be able to rapidly and accurately understand applicants and their potential as customers.

At the heart of the Decision
Analytics origination solution
from Experian is the new business
decisioning system, New Business
SM. It deploys the advanced Strategy
Management decision engine which,
when combined with predictive
analytics and expertise through
consulting, creates a system that
enable organisations to maximise,
automate and control new business
decisioning.

Using sophisticated scoring and segmentation techniques, the system provides the ability to accurately assess and make a decision on an applicant, identifying optimal customers and offering them a tailored package to suit their needs and the business objectives.

The new business strategies are controlled by one or more business users on the desktop and then deployed across the organisation, giving complete control to define, test and manage business strategies without the need for programming resource.

The system improves operational efficiency by enabling the automation of manual processes and the redeployment of key resources to concentrate on strategic, rather than tactical, challenges.

New Business SM allows each applicant to be treated as an individual and enables fast, accurate and consistent decision making.

Experian delivers
Decision Analytics
experience and
expertise gained from
deploying over 400 New
Business SM systems
worldwide.

With New Business SM, the business user creates and controls the acquisition decisioning on the desktop, with the elements of the new business strategy clearly illustrated by graphical business objective flows.

The system has been designed to offer the ultimate flexibility in the development and maintenance of strategies.

#### 1. Understanding each applicant

Accurate decisioning is only possible with a detailed understanding of each applicant.

New Business SM combines application data with detailed information from external and internal sources to gain a complete picture of each applicant.

At every stage of the process, the applicants can be segmented into different profiles in order to apply relevant strategies, decisions and terms.

Having segmented the applicants, distinct scorecards and policy rules are created and applied to each population profile.

This makes it possible to accurately assess the potential value of new customers as well as the risk, creating scope for targeted crossselling and up-selling.

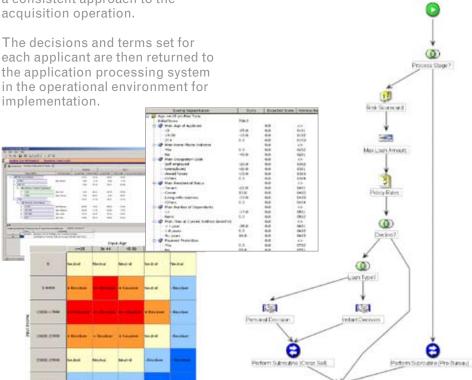
#### 2. Make the right decision

Using all the information, a decision is made as to which applicants to accept, refer and decline, tailoring the terms of business offered to the accepted applicants according to their profile.

Decisions and terms can be set and adjusted by the business user. providing the flexibility to ensure the most appropriate decisions are being applied to each new customer.

From the desktop, strategies are implemented across the operation to every application point, giving a consistent approach to the acquisition operation.

The decisions and terms set for each applicant are then returned to the application processing system in the operational environment for



3. Enhancing strategies

On the desktop, the business user

has complete control to create,

environment and Champion/

maximum performance.

Challenger facilities, strategies

can be evaluated and evolved for

maintain and improve strategies.

Through simulation in the analytical

#### **Deployment**

The flexible software and extensive expertise enables the creation of a fully-customised system with the advantages of a rapid and streamlined delivery onto the operational platform. Interfaces are flexible for rapid deployment against both new and legacy systems, including rapid integration with the application processing system.

New Business SM systems have been implemented on all major operating systems and platforms. The system is platform independent enabling true enterprise-wide decisioning.

### **About Decision Analytics** from Experian

Decision Analytics is the international division of Experian specialising in providing credit risk and fraud management consulting services and products.

With clients in more than 60 countries and offices in more than 30, it delivers Decision Analytics experience and expertise developed from working with national and international organisations around the world.

