

# Pave the Path to SUCCESS

Leverage powerful insights to minimize risk exposure and identify infinite opportunities across the customer lifecycle.



## PROSPECTING



**53 Million** credit invisibles represent **\$10-15B a year** in uncaptured revenue<sup>1</sup>

**14% of population** has no credit score whatsoever<sup>2</sup>



**Find creative ways to grow your business without exposing yourself to risk.**

- Create & Test Models
- Build Pre-Qualified Lists
- Expand Addressable Market
- Improve Response Rates



## ACQUISITION



**Only 6%** of FIs are using best practices when customizing personalized offers<sup>3</sup>

**50%**

**Half of consumers** purchased a competing product their bank didn't offer<sup>4</sup>

**Make the right offer, at the right time, to the right customer.**

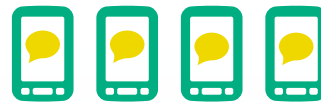
- Enable Financial Inclusion
- Ensure Greater Conversions
- Develop Pre-Approved Offers



## ONBOARDING



FIs invest \$100 to over **\$20,000** for each client they onboard<sup>5</sup>



**FIs will contact customers 4x during the onboarding process** due to disparate data<sup>6</sup>

**Provide a seamless experience for customers.**

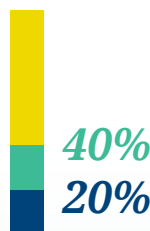
- Process Thin/No-File Applications
- Better Risk Segmentation
- Enhance Customer Experience



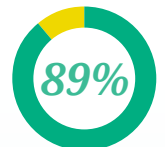
## ONGOING MANAGEMENT



**20%-40% avg.** first year attrition rate for top 100 banking institutions<sup>7</sup>



**89% of consumers** did business with a competitor after a poor experience<sup>8</sup>



**Maintain critical risk thresholds while providing a positive customer relationship.**

- Take Proactive Risk Control
- Maximize Customer Lifetime Value

Untapped potential is just around the corner. Take the next step.  
[risk.lexisnexis.com/CreditRisk](http://risk.lexisnexis.com/CreditRisk)

<sup>1</sup> Database Marketing Institute, "ROI, Profitability and Lifetime Value," 2016

<sup>2</sup> ValuePenguin, Average Credit Score in America: 2018 Report, 2017

<sup>3</sup> Personetics, Personalization in Banking: 2016 Benchmark Report, 2016

<sup>4</sup> Bain & Company and Research Now, Customer Loyalty in Retail Banking Survey, 2017

<sup>5</sup> The Financial Brand, 7 Steps to Improve Customer Onboarding, 2017

<sup>6</sup> Thomas Reuters, 2016 Know Your Customer Survey, May 2016

<sup>7</sup> The Financial Brand, 7 Steps to Improve Customer Onboarding, 2017

<sup>8</sup> Zurich Financial Services, Client Onboarding: First Impressions Drive Lifetime Outcomes, 2018