



EQUIFAX[®]

Position Your Credit Union
for the Future with Equifax





Acquiring and engaging a new generation of members is central to the success of your organisation going forward. Are you equipped to protect the interests of your member base in a digital world? Equifax can position you for the future.

Members are the heartbeat of your organisation. How do you find your new members and how do you best engage with your existing member base?

- **Identify High Quality Prospects**
Take high quality prospects off the market quickly. Once these prospects are identified, use campaign services to communicate via traditional offline and digital means and leverage our data, analytics and execution capabilities.
- **Efficiently On-Board New Prospects**
Don't be limited by the footprint of your branch network. Today's consumer expects contact via a range of channels, including digital.
- **Assess New Members Quickly**
Take high quality prospects off the market, getting to 'yes' faster. Using your customer data coupled with extensive descriptive, predictive, attitudinal and intent data you can better understand your customers in order to communicate with them more effectively with messages that resonate.
- **Streamline Your Process Efficiencies**
Remove inefficiencies from the new member on-boarding experience. Minimise manual processes, cut operating expenses and ultimately improve the customer experience. Let Equifax show you how this can be done.

Rising financial crime in the modern digital world means that, more than ever, credit unions need to be on top of their AML obligations and take proactive steps to protect their members from financial loss.

- **Perform full AML verification**
Opening new member accounts? Moving your credit applications online? IDMatrix™ is an advanced electronic verification service that helps you verify your member's identity, and provides a thorough fraud assessment in seconds.
- **Come to you ID service**
Can't verify a member online? Our ZipID eam can verify your member in person at a time that suits them, before bringing the process back online.
- **What's in a Fraud Assessment?**
IDMatrix™ fraud assessment is fully customisable to include a PEP and Sanctions check against industry recognised global watch-lists. Protect your customers, reduce fraud losses and ensure compliance with AML/CTF obligations in one easy step.
- **Device monitoring**
Recognise your valuable customers and prevent cyber-attacks. ThreatMetrix monitors incoming digital traffic from your website or native apps providing real-time identity, behaviour and threat analytics.

Grow your lending book with Comprehensive Credit Reporting (CCR). CCR enables you to make better decisions that are quicker and more accurate earlier in the process, and resulting in less referrals.

- **Open Up New Markets**
Access new applicants in under-served areas of the market with insights from CCR and Equifax. Previously disenfranchised individuals, such as younger applicants and recent immigrants, can now build up a credit history quicker with CCR so you can now take advantage of access to information such as repayment history from mobile phones, utilities and other credit lines, where available.
- **Positive Swap Sets**
CCR uncovers applicants that could have potentially not disclosed their debts. CCR solutions can assist you in either screening out such applicants or depending on your organisation's risk acceptance accept up to 10% more applicants.
- **Automate Your Acquisition Process**
Credit scores are used around the world to help lenders decide whether they should extend credit to an individual. A score summarises information on a credit report into a single powerful number that gives you an indication of an individual's level of risk and their likelihood of repaying their loan. Equifax can provide scores that help you move an applicant through your application process faster with more accuracy than subjective lending.
- **Reduce Operating Expenses**
The additional insights CCR provides can be used to improve processes post acquisition and lower operations costs. Equifax provides credit scores and alerts for your up-to-date and in arrears customers so you can manage their ongoing risk, better align collections activity to their ongoing risk and better align collections activities to their real risk.

Due diligence processes are a necessary first-step for any business. Access a range of commercial and property solutions with IQ Connect — one platform offering endless insights.

- **Create efficiency in mortgage processing**
In IQ Connect you can search national Land Title documents across all states and territories and bundle it along with an automatic valuation (AVM). Create rules around whether to use an AVM or a physical property valuation based on the confidence level of the AVM. This can lead to both cost savings on property valuations and an increase in processing efficiency by reducing the length of the mortgage process.
- **Lower the risk associated with new business relationships**
Access critical information when you need it most with a Company File Report. These reports provide comprehensive ASIC Company Register information in a neatly summarised format with a snapshot verification of the company's status.
- **Search and register on the PPSR quickly and accurately**
Fast searching and registering on the PPSR is critical to achieving priority in secured lending. Our market-leading PPSR multi-search functionality lets you search multiple identifiers of a borrower. Registrations can be processed through IQ Connect or using our batch process to save time and reduce the risk of error through re-keying.

Equifax can provide scores that help you move an applicant through your application process faster with more accuracy than subjective lending.



For more information:

equifax.com.au

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