



THE INTELLECT REVIEW



## EASTER NEWSLETTER

# How can 'digital' tailor your customers' experience in the lending space?

When looking to achieve greater customer experience it can be easy to focus on making it simpler for the customer. We can take some learning from online shopping carts and how they clearly describe a product to remove some of the mystique from the offer. However we cannot forget that mortgages, personal loans and credit cards are regulated credit products being purchased, not a \$20 widget. There is a level of due diligence and compliance that must be applied within the process to ensure that, as a credit provider, you remain responsible in your lending practices.

### So what does this mean?

Primarily it means that we should look to use digital as much as possible throughout all interactions within the customer lifecycle, not just the initial engagement. We should take every opportunity to use digital methods to keep the customer informed, provide them with the capability to upload and provide documents, check the status of their mortgage, update and change as they need and use the exchanges, such as PEXA, to streamline the mortgage process. An Omni channel focus, has become essential but you need to implement it without compromising the customer experience. For most businesses face to face options must remain in alignment with digitisation, but success requires the handoffs to be seamless.

### Is this enriching the customer experience?

Or is it just automating the existing process? Yes, improvements in the capture of what the customer needs will improve their experience, but should we be looking at how we can modify the way a credit provider interacts with the customer? We should be looking to provide options for the customer to pick and choose the various options they want, not pick from a predefined list of pre-made products we think they might want. Our offers should be individually tailored to meet each customer's unique needs.

Credit Providers should not be limited by what their core systems support, they should be proactive and push their vendors to deliver systems that have the flexibility to have individualized credit products for each customer. This is truly being customer-centric.

So is this a step too far in today's world? What about in a digital world? What if we were able to track data which showed us that a customer was looking at houses online. We then were able to determine from the location, type and price of the properties if it was likely to be an owner occupier or investment decision.

We then present the customer with details on our base offer, with a number of recommended features (based on customer profiling) they can then add to their specific product. After receiving their permission to access their credit files and capturing high level information, we retrieve a selection of comprehensive reports from a number of different bureau providers and use this information to confirm and understand their liability positions and risk profile. We calculate their serviceability. This in turn allows us to offer them a specific loan amount, interest rate and fee structure, which in some cases may be significantly lower than any competitive offer, in other cases it may be more, but it is the offer most appropriate to enable the provision of finance to their specific risk profile. And we do all this in a matter of seconds.

Once they are comfortable with the knowledge that they can get finance, then capturing additional application details becomes less obtrusive. We can build up the full mortgage picture including valuations, title searches, insurances, builder and solicitor details etc. All the while each step is an important part of the experience for the customer. All the built up value in having a highly slick initial impression falls away the moment the assessment or downstream processes become painful or slow. Or even worse the customer starts to feel like they have fallen into a standard process without any visibility or control. The promise at the start of the engagement can actually make the customer more disappointed if it stops at the entry point.

Unfortunately this is too often the case. Using the large amount of knowledge and data that is built up within the origination and external systems, mining and analysing this data e.g. customer drop out points, verification times, policy failures, manual decision reviews, risk profiles and targeted product features to improve both the points of weakness, and provide the personalised experience desired, becomes an ongoing part of the customer experience framework. Like any robust framework this becomes an ongoing cycle of measure, challenge, review and implement.

At Decision Intellect we focus on enabling better customer experiences through world class decisioning that brings about a tailored, seamless and consistent experience for the customer across channels.

Remember customer experience is about thinking through all steps in the process from the customer's perspective. Customers are expecting us to be using data and technologies to provide them with a personalised experience. As the world moves to personalised interactions, so too will the financial environment.

This is happening, and with the increase in data and technology the rate of change is increasing.

**Vaughan Dixon**  
Managing Director  
Decision Intellect





## D&B Scores

As part of Dun & Bradstreet's commitment to continuously improve the services we provide, we have recalibrated D&B's consumer risk score. The recalibration of D&B's score will ensure consistency in how the score is represented in the market and in alignment with other credit reporting bureaus. As a result of the recalibrated score initiative, some new product codes were created to enable customers to migrate over to the new recalibrated score in a timely manner.

These new scores are available via Inteflow.

## Access Seeker

The Consumer Access Score product is designed to provide an indication of credit worthiness of an individual without negatively impacting the individual's credit file. With extensive coverage of the Australian credit active population, and particular strength in capturing the first credit experience of many Australians, D&B's Consumer Access Score takes into consideration a hypothetical request together with credit reporting information to present an accurate assessment of the individual's credit risk.

Based on D&B's Consumer Risk Score, a key feature in D&B's Negative Credit Reporting and Comprehensive Credit Reporting product offerings, the Consumer Access Score is highly predictive of credit risk across all credit related industries. Not only does it provide customers with the ability to assist individuals in understanding their credit profile, the score removes any potential inconsistency in lending decisions or pricing offers which may affect customer experience.

The Access Seeker solution is suitable to eligible customers who are interested in facilitating individuals access to their D&B Consumer Access Score. The Consumer Access Score presents customers with a visibility of the individual's credit capacity in a consolidated simple and usable risk estimate.



### New Chief serious about Big Data

Dun & Bradstreet Australia and New Zealand's new chief executive Simon Bligh says partnerships with big data owners outside credit bureaus will be considered in his bid to take share from his former employer, and the market's dominant player, Veda.

[READ MORE](#)



## Events

At Decision Intellect we believe an important part of our role within the finance community is to host information sharing events and sponsor informative conferences. During the last quarter we attended and sponsored a number of these events and were happy to meet up with some of you there.

### February 2016

- Australian Mortgage Innovation Summit - 18th-19th
- Loans Origination Conference - 24th - 26th



### Coming Up

- AB+F Randstad Leaders Lectures 2016
- Decision Intellect Commercial Insights Session
- Retail Credit Conference

### March 2016

- D&B Telco and Utilities Forum - 15th
- Credit Risk Management Conference - 22nd - 23rd
- ARCA Executive Breakfast Series

## WHAT'S NEW

# Acquisition Inteflow

Automated Process. Expert Decisioning. Improved Credit Management

From Application capturing to a recommended decision based on your credit policy. Acquisition Inteflow from Decision Intellect allows you to automate your entire credit application process, enabling accurate and consistent commercial credit decisions.

Inteflow helps you to incorporate and act on unique insights, preferences and risk to drive profitable business growth. It delivers an integrated suite of decisioning solutions that empowers you to employ strategies for acquiring new customers, and expanding existing relationships. The Inteflow suite of solutions can be quickly configured or expertly customized to meet your specific needs.

CALL OUR CONSULTING TEAM TO FIND OUT MORE +61 3 9848 5503

## Multi Bureau Strategies

Multi Bureau services is an integral part of the Australian and New Zealand credit landscape. Understanding the benefit of implementing a multi bureaux strategy in your organisation has become a critical component of credit management.



At Decision Intellect we are proud to be a leading supporter of Multi bureaux strategies having implemented the first dual bureau solutions into the Australian Market in 2005.

Through our world class decisioning solution 'Inteflow' we can assist you to connect to multiple bureaus instantly as part of your decisioning process. Furthermore our Bureau Hub product provides a flexible gateway to accessing services from multiple bureaus while simplifying your data consumption, managing your errors and supporting your preferred bureau strategy.

[READ OUR WHITE PAPER](#)



Happy Easter to all our valued staff and clients, We hope you had a great Easter break!

Decision Intellect is a consulting based company focused on providing a high level of value to our clients in the credit risk management disciplines. A key driver for us is to bridge the gap between business strategies and vendor solutions.

"Our mission is to have a reputation for building long term, value adding relationships with our customers"

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