

# Eligibility For Retail Ecommerce

Gain a deeper understanding of customer affordability to make smarter, more accurate decisions

A changing economic environment coupled with an increase in regulatory scrutiny means that conducting affordability checks and responsibly acquiring new customers has never been more important

## Leading the way in affordability

We've combined our expertise in this area with our deep knowledge and understanding of the consumer credit market to build a dedicated solution for non-SHARE members helping to provide an eligibility pre-assessment check without compromising customer experience in this fast-growing sector.

Our solution uses individual-level financial data and industry recognised scores built by TransUnion - along with socio-demographic data and public credit data - to assess new customers in real-time.

These checks pre-assess a consumer's potential eligibility and help support your understanding of their financial standing to refer to an appropriate credit partner, with minimal impact to the customer experience.

## 1 Income Model Enhancement

Make your affordability decisioning even more robust by adding our new enhancement that utilises income modelling variables to provide even deeper insights and understanding on your customers' income.

Our modelled income data provides a more nuanced pre-assessment eligibility service for with little or no credit history. Our Enhanced Income Model uses demographic data variables to derive a consumers income band, which is then used to enhance the financial stress and vulnerability ratings returned to you.

### → **Fairer Assessment**

In addition to a headline assessment, our report provides modelled income data that enables you to evaluate the consumer and provide a credit referral together with a clear audit trail if required.

### → **Deployment Options**

Deployment can be via batch or an API solution to provide real-time processing.

### → **Uses individual transactional indicators associated with financial stress**

This includes more recent HCSTC and Debt searches - to create a assessment via a dynamic and predictive Index/ RAG status.

## Individual, Transparent, Configurable, Easy to Integrate

We host all the component data assets that are interrogated and provide you with three levels of response:

- **A simple Red / Amber / Green flag**  
indicating the potential financial stress level or vulnerability
- **A simple index**  
relating to the propensity of the individual to be suffering financial hardship
- **Granular level data**  
showing how and why the Band and Index was selected and demonstrate fair treatment

## Eligibility for Retail eCommerce uses market-leading data assets, including:

- **Comprehensive data coverage in the UK market**
- **A series of economic and bad debt indicators**
- **Demographic and income sustainability indicators**

### **Credit Search Activity**

A proxy for debt levels / credit appetite.

### **Income Model**

Modelled postcode level (standard) or individual level (enhanced) net income bands (salary, pension and benefits after tax).

### **Adverse Credit Activity**

Evidences previous bad debt, past affordability issues, including the nature and timing of judgements.

### **Geodemographic Models**

Postcode level household composition, age and local economic conditions (income sustainability).

## Income Bands

For even deeper affordability insights, our income bands utilise a comprehensive and extensive set of data variables comprised of a consumer's public credit score and our proprietary life-stage and affluence data.

An index score of 1 to 20 is attributed to each consumer.

This helps to make more accurate eligibility decisions and determine the consumer's indicative affordability and support your understanding of their financial standing to refer to an appropriate credit partner, with minimal impact to the customer experience.

## **LEARN MORE**

TransUnion's Eligibility For Retail Ecommerce helps you to make smarter decisions for responsible lending, through a deeper understanding of your customers.

**To find out more about Eligibility For Retail Ecommerce get in touch**

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