



**OPEN BANKING**

# Simplify every financial decision

**OVERVIEW**

## Get better consumer insights for smarter credit decisions whilst building digital trust... are you Open Banking?

Our data intelligence Open Banking platform provided by Bud Financial Limited\* (Bud) helps you and your customers to make sense of their finances, and makes it simpler than ever to onboard consumers in the digital age. TransUnion has partnered with Bud\* to offer Open Banking and data intelligence services. The Bud platform focuses on three solution areas within Financial Services.

**Enrich** – Categorisation and enrichment of customer transaction data

**Engage** – Digital engagement and insights

**Assess** – Credit eligibility, affordability and monitoring

Optimal for banks, lenders and brokers alike, you can use the granular real-time data insights to complement a standard credit journey, and enhance your onboarding, by providing an alternative source of creditworthiness and affordability data when required. Or use the insights to enhance the vast customer transactions data you already hold with personal financial management features that can help improve conversions and retention.

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**OPEN BANKING**

**Actionable Intelligence**

Unlock deep financial insights to help build a 360° view of your customer to better understand their payment behaviour, spending habits, and financial health to help improve decision-making.

**Financial Inclusion**


Expand access to credit for underserved segments – including thin-file and new-to-credit customers – without compromising your risk appetite, powered by Open Banking insights.

**Elevated Customer Experience**

Empower users with intuitive money management tools that clarify their financial position – while streamlining onboarding by reducing the need for manual document uploads.

**Responsible Risk Management**

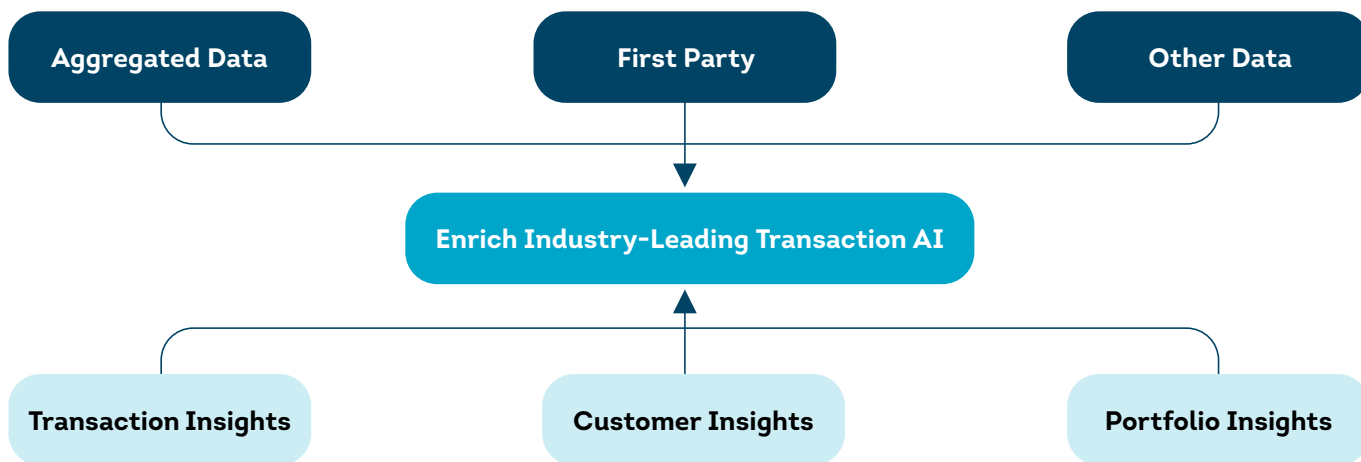
Make smarter, lending decisions with real-time affordability assessments that balance opportunity with accountability.



## Transforming Transaction Data into Actionable Intelligence

A powerful AI-driven solution that categorises, cleans, and enriches customer transaction data to unlock deep financial insights to help financial institutions build a 360° view of their customer to better understand customer payment behaviour, spending habits, and financial health to help improve decision-making.

Build a complete picture of your customers through any data source



- **Pinpoint Precision** Enrich delivers 98%+ transaction categorisation accuracy, turning messy data into crystal-clear insights – so your customers can instantly understand where their money goes.
- **Know Each Merchant, Instantly** Enrich matches transactions to 30M+ entities with clean display names, logos (12,000+), and locations including geo-coordinates and detection of online payments. No more mystery charges. Just clarity.
- **Recurring Intelligence, Quantified** Enrich applies advanced pattern recognition to detect payment regularity, frequency, and variability across transaction streams – flagging anomalies like missed or skipped payments to support predictive analytics, churn risk modelling, and financial health scoring.
- **Plug In and Go** Enrich is built for speed – just 3 – 5 API endpoints to get up and running. Whether you're working with first-party data, open banking feeds, aggregators, or historical CSVs, integration is seamless, scalable, and developer-friendly.

### BUSINESS BENEFITS

Enhanced Customer Understanding build a 360° view of customer payment behaviour, spending habits, and financial health.

- ✓ **Help Reduce Risk**  
Spot financially vulnerable customers early using real-time behavioural insights – and act before risk escalates.
- ✓ **Drive Engagement**  
Deliver hyper-personalised experiences that keep customers coming back – boosting satisfaction, loyalty, and lifetime value.
- ✓ **Cut Costs**  
Reduce support overhead and dispute resolution time with clean, enriched transaction data that eliminates confusion.
- ✓ **Precision Segmentation**  
Unlock GenAI-powered customer profiling for targeted marketing, product recommendations, and lifecycle strategies.
- ✓ **Accelerate Lending Decisions**  
Power smarter credit and risk models with granular affordability and spending behaviour data – speeding up approvals and reducing defaults.
- ✓ **Increase Deposits**  
Discover potential opportunities for deposit growth and cross-sell using deep transaction intelligence.

## ENGAGE

# Personal financial management tools and insights for the closest relationship with your customers

Leverage the vast customer transactions data you already hold with personal financial management features that improve conversions and retention. Bud's AI platform can help you to make sense of transactions and financial patterns.

- **Spending Insights** can encourage and promote good financial behaviours and lower rates of disputed transactions through use of Bud's market-leading merchant ID and transaction categorisation services.
- **Money Management** insights help you to engage and retain your customers by using key transaction insights and money management features to help them improve their financial position, and encourage them to build financial resilience.
- **Personalised Engagement** helps you exceed customers' expectations and improve financial wellbeing by offering hyper-personalised services to boost engagement and revenue with rich personalisation for messaging, offers and financial health scoring.

## BUSINESS BENEFITS

### Engage for digital engagement and insights

You can use Bud's Engage APIs to support the improvement of your customers' financial wellbeing through targeted nudges and highly personalised experiences, which can help...

- ✔ **Improve customer experience**  
Boost customer engagement with online banking and apps by helping customers to understand and visualise their spending.
- ✔ **Rich personalisation**  
Improve engagement and conversion with hyper-personalised messaging, offers and financial health scoring.
- ✔ **Reduce costs**  
Decrease the number of unrecognised transactions that customers log as disputed, reducing both customer frustration and the associated contact centre costs.
- ✔ **Build engagement and loyalty**  
Delight and retain customers by using key transaction insights to help build their financial resilience.

# 22 seconds

average time for customer account connection and transaction enrichment\*\*

## ASSESS

### Transactional data intelligence for lenders

Bud's advanced AI solutions power highly accurate lending suitability and lifecycle management solutions. From accurate income verification and affordability assessments, to monitoring for and acting on signs of vulnerability, lenders can drive good customer outcomes and responsibly grow their business.

- **Income Verification** allows you to get a reliable and straightforward view of your customer's income, track historical income, predict future income and review income stability or income shock indicators.
- **Affordability Assessments** can support responsible lending using robust transactional data analysis, reducing risk by identifying problems or opportunities to intervene at every stage, from application to collections.
- **Affordability Monitoring** allows you to act on changing financial circumstances by monitoring your customer's financial profiles in real time to identify vulnerable customers before they default or to offer the right product as soon as they become eligible.
- **Collections** allows you to use Bud's best-in-class data intelligence to have informed discussions with struggling customers and help them with a personalised repayment plan to get back on track.

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#### Assess for credit eligibility, affordability and monitoring

TransUnion's transparent, granular, and trusted Affordability Report and Bud's Open Banking Assess product, when used together, can help you to make informed, automated and responsible new lending decisions, providing you with deep insight and giving your customers a friction-right experience.

- ✔ **Increased accuracy**  
Use customer transaction data via Open Banking to provide the complete picture of your customers' financial profile, e.g. identify potentially creditworthy consumers to support financial inclusion.
- ✔ **Reduced risk**  
Identify potential vulnerabilities via spending patterns and other transactional insights, giving you the opportunity to intervene at every stage, from application to collections.
- ✔ **Improved customer experience**  
By reviewing transactional insights you can meet and exceed your customers' expectations of an automated or streamlined credit journey by reducing the need for proof of income and manual processing of documentation.
- ✔ **Support struggling customers**  
Help meet regulatory obligations and brand commitments to provide the best possible outcomes for your customers.

Want to find out more?  
Call **+44 (0) 330 024 7574**  
or visit [transunion.co.uk/openbanking](https://transunion.co.uk/openbanking)

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