



Credit Score Simulator

Grow your business by helping customers proactively manage their credit scores

One-third of consumers who use CreditView to monitor their credit report will make an application for credit within the next 12 months.* However, when using Score Simulator, 49% will take out a new loan within 42 days.* This is a good indication that consumers running simulations can be more responsive to offers.

As a part of CreditView, TransUnion's Score Simulator module produces thousands of possible credit score combinations, giving consumers a clear view into improving their credit futures. It stands to reason, more information and control leads to better, happier customers.

With those who self-monitor being three times more likely to take out an additional credit product**, businesses can better identify and target new opportunities for revenue. Encouraging self-monitoring and promoting customer credit literacy helps you:

1.

Improve brand loyalty and gain a competitive edge through a bespoke service tailored to your business needs

2.

Enable proactive customer engagement and deliver personalised offers

3.

Boost retention rates by allowing customers to manage their financial health

Solution Highlights

Score simulator offers customer multiple scenarios to choose from, we know that customers who run credit simulations and understand what affects their credit score are more open to offers.



Adding a new credit card



Adding a loan / mortgage



Amending their Electoral Roll Registration



Adding missed payments



Amending account balances



Amending credit limits

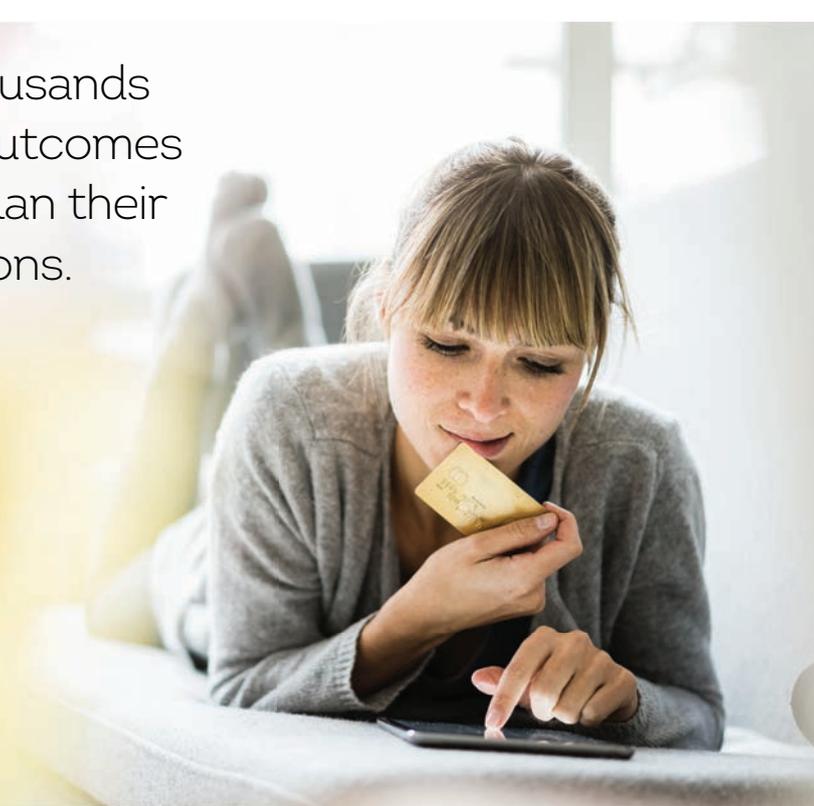
The ability to simulate thousands of possible credit score outcomes helps customers better plan their future credit-related actions.

Score Simulator

552
Current Score

594
Simulated Score

SIMULATE ↻ [Reset](#)



Show Your Customers the Path to a Positive Credit Future



Name	: James Jones
Age	: 32
Financial Standing	: Poor
Current Credit Score	: 552

What would the impact be on my credit score if I cleared my outstanding debt?

Modelled Score
594 ↑
Score increased of 42

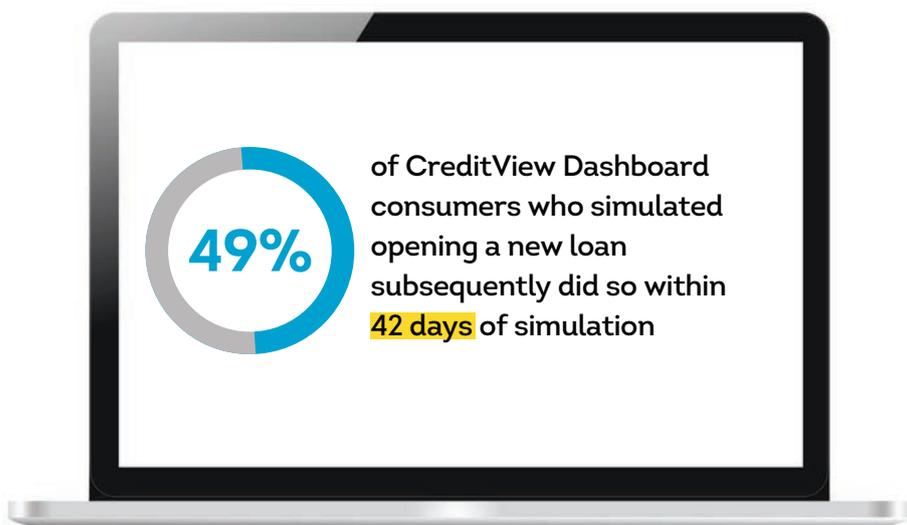


Name	: Samantha Smith
Age	: 45
Financial Standing	: Excellent
Current Credit Score	: 666

What would the impact be on my credit score if I reduced the limit on my credit card?

Modelled Score
628 ↓
Score decrease of 38

By selecting “what if” scenarios, customers can see how their credit score would be impacted: They won't just know where their score stands but where it could go.



* 2018 TransUnion analysis of credit monitoring population, 1/1/18-3/31/18 **2018 TransUnion analysis, direct-to-consumer sites, 1/1/18-12/31/18
Methodology- Credit score research: TransUnion worked in conjunction with OnePoll to conduct a survey of 2000, consumers in May 2019. Responders were nationally representative (UK) and were all aged 18 and over

BENEFITS

Educating customers about the long-term benefits of credit monitoring can give them confidence as they progress along their financial journey. As credit planning becomes more personalised, your customers can devise more relevant plans ahead of time. Plus, Score Simulator helps you understand consumers' behaviour and financial needs, which allows you to provide more tailored and timely offers.

LEARN MORE

Only available as part of TransUnion CreditView solution, contact us for more information today.

Call: +44 (0) 113 3884300

Or visit : www.transunion.co.uk

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