

DecisionIQSM Premier

Maximize efficiency through automation and control of your credit application process



DecisionIQSM Premier provides the ability to create one or more credit application templates; configure application data elements; and develop a custom, rules-based credit policy for automated decision making. Combining Experian's rich small-business data with custom, self-appointed rules offers you control over the attributes most important to your industry's credit-decisioning process.

Customizable application templates and rules engine

While configuring an application form, you can set a custom, rules-based credit policy that automates how an application is handled. Combining our industry-leading small-business data with your self-appointed rules gives you control over the attributes most important to your decisioning process. It also can save you time and resources by reducing manual application reviews, as only those applications that don't fit within your credit rules need to be reviewed.

Integrate your credit applications with other credit tools

DecisionIQ Premier is offered through the BusinessIQSM platform. BusinessIQ combines all the credit tools you typically need — from reports and scores to portfolio management, alerts, fraud prevention and collections. Integrating your credit application

processing with other credit tools makes it easier for managers and analysts to have full visibility into all aspects of risk assessment, from an entire portfolio to individual accounts.

Accept credit applications through multiple channels

DecisionIQ Premier allows you to create an application in real time and deploy it to your Website. Prospective customers access the application from your Website and complete it, and then data is submitted to BusinessIQ through a seamless process that is transparent to your potential customer for decisioning. DecisionIQ Premier also provides the ability for a real-time decisioning interface using XML communication back to internal systems. Companies accepting phone or paper applications also can provide their credit analysts access to the credit application data-entry screens through BusinessIQ.

Manage applications efficiently through workflow queues

During the configuration process, you customize automation settings. Manual reviews are simplified through a series of workflow queues, which help your credit analysts prioritize applications, review company financials and check bank reference information. Incorporating BusinessIQ's integration capabilities, DecisionIQ Premier also lets you review credit policy decisions, override them if necessary and adjust credit limit settings — all with the click of a button.

Supports blended consumer and business data

In addition to robust business data, Experian® also offers scores that blend business data with personal data from a business owner or principal. Blended scores have proved to be the most effective when scoring small and micro businesses, which typically have little or no business credit history. In DecisionIQ Premier, you

can create applications that support blended scoring models, provided you meet Fair Credit Report Act (FCRA) guidelines. Blended data provides the most comprehensive view of a potential customer's risk potential. Having these elements on your application provides additional risk prevention above and beyond the commercial data collected.

Automated credit policy reduces costs and improves operational efficiency

As an integrated service within BusinessIQ, DecisionIQ Premier provides a host of benefits, including:

- **Cost reduction** — Avoid paper-based systems and process applications in near-real time.
- **Control** — Select settings from complete automation to complete manual review, or anywhere in between. Your configuration controls the “throttle” by which applications are approved, providing a streamlined workflow.

- **Consistency** — Get a consistent view of customers and potential customers. Rules created during the configuration of the application allow you to control what data elements must be completed, ensuring a consistent view and treatment.
- **Risk reduction** — Reduce risk and make intelligent decisions by leveraging Experian's leading-edge scores, including blended data as well as many other credit and application attributes.
- **Fraud prevention** — Reduce the potential for fraudulent applications through the fraud-screening function within DecisionIQ Premier.
- **Account/Prospect tracking** — Monitor accounts. Even a declined prospect can become a client if his or her credit risk improves.

To learn more about DecisionIQ Premier, contact your local Experian sales representative.