

# Credit Migration Solutions<sup>SM</sup>

for collections

## Product

### Collections Data Migration<sup>SM</sup>

Delivers a snapshot of each consumer within a portfolio at a point in time and also compares the changes of these same consumers between two periods in time — monthly, quarterly or on an on-demand basis. Based on client-specific thresholds, you get information on changes in a debtor's credit score, credit balances, utilization and other attributes, including new contact information, as part of your batch output.

Collections Data Migration<sup>SM</sup> lets you know when a debtor has turned the corner and is starting to take actions to improve his or her credit situation — alerting you that it's time to make that call.

## Process

### To begin using the product:

1. The client first chooses the attributes to monitor. The client may choose from an exhaustive list of data elements within the Customer Prospecting and Portfolio Services<sup>SM</sup> database. Data elements include scores, credit attributes and demographic information such as address, telephones and place of employment. Up to 150 different scores and attributes can be monitored within a single batch.
2. After data elements are selected, the initial portfolio baseline is established. Customer Prospecting and Portfolio Services will output the values of all of the data attributes selected.
3. From the list of attributes selected, customized rules are created to determine when a change/migration has occurred that is meaningful to the client. The criteria or thresholds are used to determine when new information is returned to the client.
4. Each subsequent batch can be compared against a previous batch to measure migration changes.

## Applications

- Delivered from the industry's most sophisticated credit marketing platform — Experian's Customer Prospecting and Portfolio Services
  - Fresher data
  - More robust analysis
  - Faster processing
  - Greater decision flexibility
- Flexible input and output options
- Greater utilization of existing staff by working on accounts that exhibit positive collection behavior
- Migration criteria is fully customizable to meet client-specific strategies

## Data sources

- Demographic information from Experian's File One<sup>SM</sup> database
- Generic and custom scores
- Experian's generic and custom attributes

## Output options

Migration type	Migration rule	Output options	Examples
Value change	Increase/Decrease	Dollars, number, percentage	Aggregate balance of open bankcards > \$10,000
Percentage change	Increase/Decrease	Percentage	Total bankcard percentage utilization +/- 25%
True/False	Condition is met	True/False	Presence of tax lien
True/False	Condition is met	True/False	New telephone now reported

## Example

### □ For the decision to either retain, sell or place with an agency

Identify debtor accounts that are now fixing their credit problems. This information leads to an improved close rate when collectors contact these accounts. Clients can improve their liquidation rates when they launch targeted campaigns based on specific debtor activities.

**Challenge:** Knowing which accounts, from a large portfolio of previously worked accounts, are more likely worth pursuing internally, placed with an outside agency or sold to a debt buyer.

**Solution:** By using the customizable attribute comparison feature of Collections Data Migration, you can identify those consumers who have new contact information. You also can identify those who are showing a significant improvement in their credit profile from a prior observation period, including items such as a new mortgage trade, large reductions in the number of derogatory tradelines and/or a significant improvement in their recovery score.

#### **Behavior:**

- Significant decreases in balances owed and utilization ratios
- New open account activity
- Measurable changes in the total number of trade delinquencies
- Dramatic shifts in the consumer's score

With Collections Data Migration, you can act on this information before those available dollars are spent or utilized for other purposes.

To find out more about Credit Migration Solutions,  
contact your local Experian sales representative or call  
**888 414 1120.**

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