

## CREDIT VISION - NEW TO CREDIT SCORE

# SAY YES to first time borrowers more confidently!

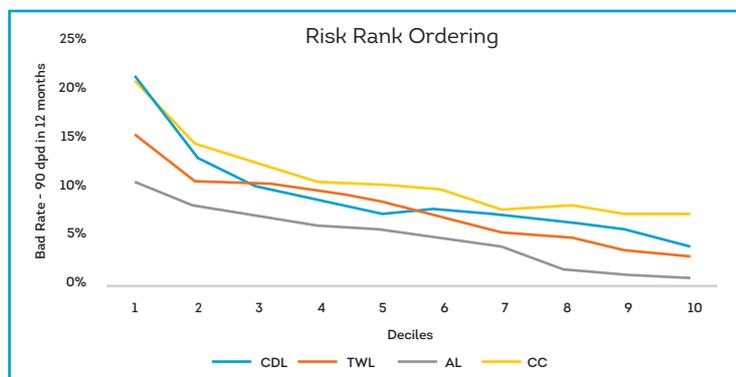
### ► Making sound credit decisions for New to Credit (NTC) customers just got easier

Over the last few years, there has been a constant influx of first time borrowers i.e. New-to-Credit segment and as a proportion of the total enquiries, this segment contributes a little over 20%. However, approval rates and the quantum of loan sanctioned to this segment are significantly lower than that seen in the non-NTC segment. One of the key drivers of growth for lending institutions is expansion by targeting the untapped markets and segments such as the NTC segment. If assessed correctly, these customers are an attractive segment over the long term due to significantly lower acquisition costs as well as their higher loyalty due to on-boarding early in their financial journey.

TransUnion's CreditVision New-to-Credit Score enables organizations to objectively assess structural risk associated with first time borrowers and capitalizing on this growth opportunity while balancing risk exposure. The CreditVision NTC score employs a comprehensive lookalike model & leverages the power of trended data available on the bureau such as actual payment amount, payment patterns over 36 months and enquiry patterns to effectively predict the likelihood of a borrower defaulting on their first loan in the next 12 months.

### ► Key Features of CreditVision NTC Score

- Score range from 101 to 200
- Use of CreditVision algorithms based on enquiry information available for individuals who've been enquired upon previously and trade level trended information of the lookalike profiles like spends, payment patterns
- Ability to predict risk differently by product by using product level segmentation covering all product segments
- Validation on recent snapshots that capture the nuances of the evolving NTC segment



### The CreditVision NTC Score allows you to:



Score more customers objectively and accurately in the NTC segment



Enhance underwriting process & predict risk on the entire "through the door" population



Achieve efficiency in cost of acquisitions



Increase approval rates within the current risk tolerance

### ► Achieve more with Transunion CIBIL

Transunion CIBIL brings together data, technology and an in-depth understanding of your challenges to create advantages for businesses, consumers and communities. This powerful combination of information and insight can help you make better decisions, improve efficiency and identify opportunities at every stage of your customer lifecycle- from acquiring customers to strengthening and expanding your relationships