



## TransUnion's Consumer Connect Services Platform

# Real Time Access to TransUnion's Credit and Non-Credit Solutions

With over 200 fields and multiple product configurations, our flexible, reliable, platform allows your brand to provide customers with best in class credit reports, scores and more.

TransUnion can deliver credit and non-credit data directly to your website, creating customer value, traffic retention and seamless integration with your new and existing products.

### What is Consumer Connect Services?

Consumer Connect Services is a nimble, standardized web service which allows partner access to TransUnion's data products. Consumer Connect Services shows your customers the critical credit and non-credit information they need to make informed consumer decisions, including:\*

- Credit Scores
- Credit Monitoring
- Score Simulator
- Home & Auto Insurance Scores
- Internet Monitoring (coming soon)
- Neighborhood Watch (coming soon)

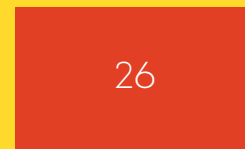
### How Does Consumer Connect Services Help My Business?

Provide valuable credit literacy programs directly to your customers... and gain a competitive edge.

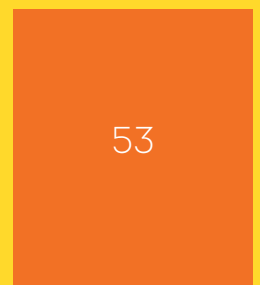
- **Consumer Engagement** - Increase site traffic and site usage with frequent credit data updates.
- **Customer Retention** - Partner with increasingly digital-savvy consumers to manage their financial health - and benefit from loyalty in return.

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### PROFIT MARGIN %



Low-IT-effectiveness players



High-IT-effectiveness players

In highly correlated areas

### AREAS CORRELATED WITH PROFIT MARGIN

#### Automation/digitization

- Product back-office automation
- Document-management digitization
- Automation of credit decisions
- 24/7 availability via interactive voice response

- Deployment of emerging technologies

#### Analytics/big data

- Advanced lead generation for sales campaigns
- Multichannel campaign management
- Advanced tools for risk and pricing optimization

Source: Analysis provided by McKinsey Horizon360, a McKinsey Solution

- **Revenue Generation** – Research suggests that companies investing in digital consumer data solutions enjoy increased profits.

### **How Does Consumer Connect Services Integrate with My Website?**

With rapid set-up, simple implementation and flexible options for products and billing, partners have more control over branding and the customer web experience.

- XML and/or Product Display delivery
- Fast implementation: real-time credit data in as little as 90 days

### **Your Customers Will Enjoy:**

- Access to educational tools that allow proactive management of financial health
- “One stop shop” financial, credit and non-credit information in one place
- Instant online access anywhere, anytime
- Peace of mind with key credit report change alerts and fraud monitoring

### **HOW DO I GET STARTED?**

TransUnion’s Consumer Connect Services is changing the way businesses attract and retain customers. With flexible options, competitive pricing, training and support, obtain trusted data directly from the source. For more information on how your business can leverage this powerful solution, please contact our Sales Team at [salestui@transunion.com](mailto:salestui@transunion.com) or [844-899-5693](tel:844-899-5693).

### **Why TransUnion?**

TransUnion is one of the three national credit bureaus and a global leader in credit information. We have been building and maintaining credit education solutions like Consumer Connect Services for more than a decade and are regulated by the Consumer Protection Financial Board. That means we understand the technology, but also know compliance and security come without compromise.

\*Bundle products or offer as individual solutions

\*Select solutions must be bundled with certain products