



# Award-Winning Financial Solutions for Your Customers

TransUnion offers the solutions you need to increase customer value.

Financial literacy and credit education are critical parts of the customer relationship for financial institutions, both as a loyalty-building tool and in response to regulatory direction. Innovative financial service providers want to create a customer experience that includes credit score updates and guidance about how financial decisions impact credit over time. Consumers stand to benefit: a recent study found more than a quarter of consumers didn't know about key ways to maintain or raise credit scores.<sup>1</sup>

Seamlessly integrated into your financial institution's secure site, TransUnion's solutions ensure you can engage consumers across multiple touch points, from online statements to account servicing. We partner with you to develop a strategically sound program your customers will value.

## Seamless Solutions to Your Specifications

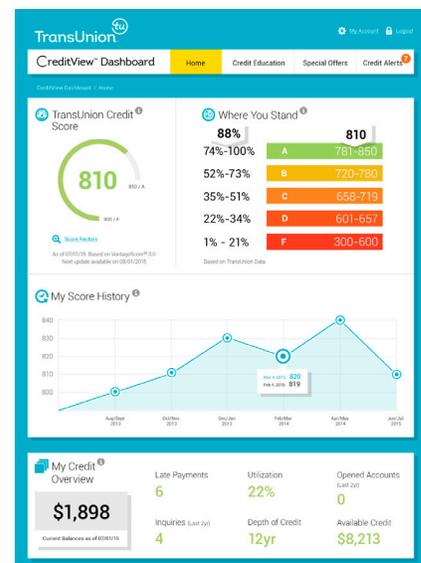
TransUnion delivers solutions that can be integrated with your current financial service offerings.

### TransUnion's CreditView™ Dashboard No Assembly Required

With this "out of the box" solution, financial institutions can offer their customers instant access to a fully branded credit center. Customers get everything they need from ONE financial institution, including:

- Credit Score and National Score Comparison
- Impact to Score from Credit Changes
- Credit & Score Education
- Credit Overview Listing Key Information
- Monthly Trending of Score
- Alerts on Key Credit Changes

### CREDITVIEW™ DASHBOARD



## TransUnion's CreditView™ Dashboard Plus The Premium Credit Education Solution

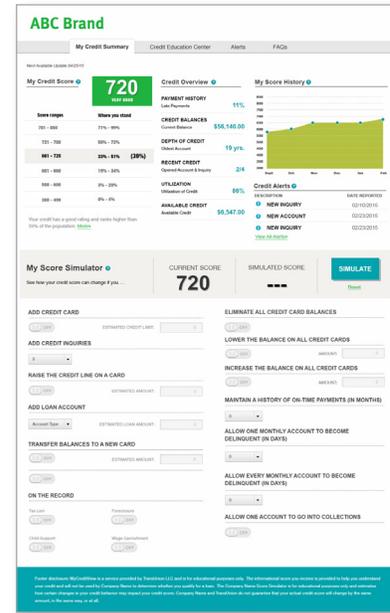
More control of the customer experience and website user interface. Additional à la carte features available.

TransUnion's newest product allows your business to offer consumers an enhanced, comprehensive credit picture, with greater customization options to meet your branding needs.

### Features include:

- A seamless, branded customer experience with Single Sign-On capabilities (SSO)
- Opportunities to promote relevant products
- Additional credit education articles available
- Diverse branding options, including color and logo placement flexibility
- Score refresh options
- Score Simulator tool - "What if?" scenarios that enhance customer engagement with credit profile<sup>2</sup>

## CREDITVIEW™ PLUS DASHBOARD



## Partner with an Experienced Industry Leader

TransUnion is a trusted source for credit information, providing services to more than 500 million customers worldwide. Our award-winning websites have been recognized by *The Wall Street Journal*, *Reader's Digest*, *Smart Money* and *Bloomberg Personal Finance*. And TransUnion's consumer credit information products recently received a "Best of the Web" designation from the *Online Banking Report*.

With **more than a decade of experience** building and maintaining credit solutions for organizations of all sizes, we're uniquely qualified to help you reach and surpass your consumer finance goals.

Choose TransUnion and benefit from:

- **Flexible Product Options.** We work closely with our partners to develop the solution that fits their business needs.
- **Security & Compliance.** As a CFPB-regulated entity, we understand the necessity of, and are committed to compliance and security.
- **Direct Relationship.** Partners can obtain data directly from the source, without unnecessary redundancy.

## Start Your Path to Greater Customer Value with TransUnion

To learn more about TransUnion's solutions, call or email your Account Executive today.

With **TransUnion's Solutions**, you'll:

- **Increase customer loyalty** with our educational content and tools. In a head-to-head comparison, consumers are three times more likely to select a credit management tool over a simple credit score.<sup>3</sup>
- **Develop new complementary solutions or new revenue channels** by offering our credit products to your customers
- **Strengthen your membership** services with our powerful credit management solutions

It's **fast and easy for your customers** to sign up for our services. [Contact us today.](#)

<sup>1</sup> *Credit Score Knowledge 2013*, Consumer Survey: Summary Results

<sup>2</sup> In a 2014 Partner case study, Score Simulator was used by 50% of enrolled customers, an average of 8 times per user

<sup>3</sup> *Hall & Partners Product Concept Survey*.