How much can increased predictive power impact profits?

Expand market share across the consumer continuum, from full-file to no-file, with LexisNexis® RiskView™.

LexisNexis® RiskView™ Solutions

Capture more market share without compromising compliance

Consumer demand for credit is on the rise and lenders are facing fierce competition and intense regulatory scrutiny. More consumers are crossing into the creditworthy category which presents new market opportunities. At the same time, increased regulatory oversight has created growing compliance demands and margin pressures. Your business needs decisioning tools that help expand your addressable market without exposing your business to risk.

LexisNexis® RiskView™ Solutions deliver the industry's leading alternative data risk assessment tools to help your business:

- Strengthen risk management
- Refine segmentation
- Improve lending decisions
- Expand market share
- Increase profitability
- Support financial Inclusion

RiskView Solutions deliver deeper insights into critical consumer behaviors to help your business better evaluate a consumer's stability, ability and willingness to repay to support profitable lending decisions, strengthen lending compliance and mitigate risk.

Uncover growth opportunities with a better understanding of consumers

One of the most impactful ways to manage your credit risk, grow business and remain profitable is to utilize alternative credit data to better predict a consumer's creditworthiness. RiskView Solutions can tell you a lot more about your customers and prospects with detailed behavioral content than traditional credit bureau data can alone. RiskView Solutions leverage the industry's largest collection of public records and other alternative credit data sources to augment credit data with a unique and powerful view on the creditworthiness of a consumer.

In addition, RiskView can effectively evaluate the creditworthiness of over 40 million consumers with little or no credit history, creating vast new markets for lenders to effectively serve.

In today's regulatory environment, lender efforts to support the inclusion of historically under-served populations is being scrutinized. The holistic perspective delivered by RiskView enables lenders to better differentiate opportunities within their full-file portfolio while effectively serving thin and no-file consumers. With RiskView lenders can assess risk, reduce losses, increase portfolio profitability and build greater market share.

The Alternative Credit Data behind RiskView Helps Assess
a Consumer's Stability, Ability and Willingness to Repay

RiskView Alternative Credit Data		
Stability	Ability to Repay	Willingness to Repay
• Address stability • Home ownership • Voter registration • Short-term loan inquiries • Distressed property sales • Economic trajectory of last move	• Property value • Mortgage amount • Personal property • Occupational licenses • Education history • Retail and online purchase activity	• Criminal records • Bankruptcies • Liens • Judgments • Evictions

RiskView Improves Results Across Every Consumer Credit Decision

RiskView Alternative Credit Data

Marketing

- Leverage mail-based or instant prescreen capabilities to extend pre-approved offers of credit
- Identify existing customers eligible for additional products

Application

- Effectively evaluate credit applications
- Intelligently determine product line and rate assignment

Account Management

- Identify recent positive events that may improve the terms of your accounts
- Better understand recent consumer activity, such as financial stress or other derogatory events that highlight increased risk

Collections and Recoveries

- Improve the effectiveness of your collections and recovery programs

Alternative Data Advantage

- Provides a holistic view by combining life event data
- Leverages leading indicators of risk
- Delivers a detailed perspective of consumer behavior
- Helps understand the consumer "balance sheet"

Maximize predictive power

Utilizing new sources of relevant information allows you to maximize the predictive power of your credit decisions. This type of life event analysis and scoring looks at a wide range of data related to a consumer's individual circumstances. With a more in-depth understanding of a person's financial health at a granular level, you can begin to create a more detailed profile to make a well-informed decision.

Using powerful linking and analytics technology, we bring our massive public records data together with other proprietary data to give you more valuable risk-decisioning intelligence about your customers and prospects.

"Using the RiskView Score allows us to approve applications that would otherwise be declined if only traditional credit bureau data were used."

– Chief Credit and Risk Officer
  Top Auto Lender

A comprehensive risk management solution

LexisNexis RiskView Solutions can be leveraged as easy to interpret credit risk scores, modeling attributes for use in internal models developed by your organization or as a detailed report.

LexisNexis® RiskView™ Score

Industry-specific scores for advanced risk assessment

Using credit bureau based solutions alone limits the ability for lenders to make profitable lending decisions. The limitations of a single-source method allow profitable prospects to be rejected and let higher risk prospects become customers without detection. Incorporating additional data enables lenders to identify swap-in and swap-out scenarios to capture more profitable customers and avoid higher-risk customers.

RiskView Score is available as a score that can be used in a decision matrix with other credit scores or as a sole credit decisioning tool. RiskView Score helps you rank order credit risk by delivering a concise, score between 501 and 900. Specific models are available for multiple industries, including:

- Bank Credit Card
- Auto Lenders
- Retail Credit Card
- Telecommunication and Utilities
- Short Term Lending
- Demand Deposit Account

"We have been testing alternative, non-bureau consumer data and scores for over 10 years. The RiskView Score, by far, added the largest incremental lift to our credit risk models that we have observed."

– Credit Risk Manager
  Leading Auto Lender

"Lenders are increasingly turning to non-traditional credit scoring to expand their pool of creditworthy applicants."

– American Banker

LexisNexis® RiskView™ Attributes
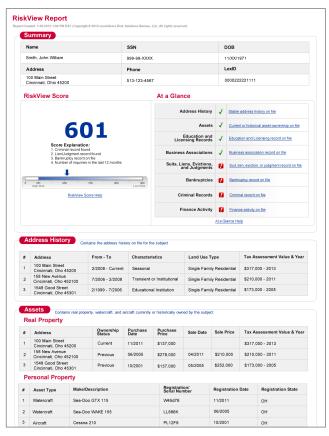
Modeling attributes for internal risk assessment

For institutions with sophisticated analytics capabilities that prefer to build their own credit decisioning models, RiskView Attributes offer an extensive library of non-traditional credit data variables on consumers, for use in internally developed models. These FCRA-compliant attributes have proven to be very predictive for lenders when running internal credit decisioning models and can be effectively leveraged in pre-screening, account origination, account management and collection activities.

Examples of RiskView Attribute Groups	
Attribute Group	**Value in Credit Risk Management**
Bankruptcies, liens, judgments and criminal records	High-risk behaviors associated with financial stress and willingness to repay
Property, watercraft and aircraft ownership	Ownership provides evidence of assets and stability
Property AVM values	Value of the properties associated with a consumer are reflective of their financial stability and their ability to repay
Address stability	Higher move frequency associated with instability
Short-term loan offer requests	Indicates consumer is facing financial challenges
Sale purchase price index	Detects profitable and distressed property sales
Education history	College attendance, degree level pursued, field of study type and institution rating are highly predictive of earning levels
Professional licensures	Licensures are an indication of upward financial mobility
LexisNexis RiskView Customer Inquiries	Recent inquiry activity, such as collections or personal finance inquiries are associated with higher risk
Retail Purchase and online activity	Online, retail, and catalog purchase activity records associated with ability to repay

LexisNexis® RiskView™ Report

Detailed consumer insight in an easy-to-read summary

LexisNexis® RiskView™ Report delivers a multi-faceted view into the financial health of a consumer with key consumer data and behavioral attributes. Simple-to-interpret consumer insights are delivered in a familiar credit report format to help improve judgmental lending decisions and streamline exception processing. With the perspective gained from the RiskView Report your business can quickly make more meaningful credit decisions.

Improving lending decisions across many different industries

A thorough analysis shows that using RiskView can result in a measurable lift of up to 15% in predictive accuracy for consumers with full credit histories when combining RiskView with traditional credit data. LexisNexis customers in multiple industries have experienced a lift in predictive power by incorporating RiskView Scores and/or Attributes into their decisioning and account monitoring processes, including:

- Major banks
- Credit card lenders
- Retail lenders
- Auto lenders
- Online lenders
- Short-term lenders
- Telecommunications and wireless providers
- Utility providers
- Demand deposit account opening institutions

Lenders using RiskView can receive up to 15% lift in predictive capability for consumers with full credit history, allowing lenders to book up to 20% more accounts without increasing their loss rates.

Speed decisions with a succinct consumer snapshot from RiskView Report

Expand market reach while minimizing risk exposure

RiskView Solutions deliver easy-to-use decisioning tools that provide a holistic view of consumers to support informed risk decisioning across every stage of the customer life cycle. From pre-screening to account origination to account management and collections, RiskView Solutions can help you reduce risk and grow a healthy customer base by revealing predictive insights for consumers with extensive, little or no credit history. RiskView Solutions gives your business the advantage of alternative data to drive more profitable lending decisions, support compliance efforts and strengthen risk assessment. Capture more market share while maintaining an acceptable loss rate with RiskView Solutions.

"We started using RiskView five years ago to boost market share by approving low-risk applicants with no or little credit history. Over the last few years we have begun overlaying RiskView in a dual-score strategy with our custom credit bureau score on thick-files. We have reduced our overall loss rates in our marginal approvals and identified new top-tier candidates using RiskView. RiskView is an integral part of our underwriting process today."

– Credit Risk Manager
Top Card Issuer

For more information:

Call 877.719.8805 or visit
lexisnexis.com/risk/credit-risk-management

About LexisNexis Risk Solutions
LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

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