

# Smartphone Digital Footprint Score

Assessing consumer's credit risk through smartphone data

In the absence of quantitative measures for banks and financial institutions to assess the creditworthiness of majority of the population, billions of people in emerging markets are left without access to institutional finance, presenting a huge gap and opportunity. With the number of unique mobile subscribers expected to reach 5.9 billion by 2025 and global smartphone adoption rates increasing rapidly from 57% to 77%\*, the richness of smartphone footprint data will be increasingly seen as an important source of alternative data. Our Smartphone Digital Footprint (SDF) Score bridges this gap of data availability from traditional credit bureaus by enabling financial institutions to credit score a wider base of applicants and grow their credit portfolio in an efficient and scalable manner. Thousands of data attributes derived using smartphone data elements are used to build credit risk models, thus allowing a credit risk score to be generated even for the unbanked and new-to-credit customers.

## The Smartphone Digital Footprint Score

The SDF Score enriches the credit decisioning process and provides reliable credit scores to a wider base of applicants by harnessing the power of 'ready-to-use' alternative data. Key features include:

Taps into one of the richest sources of alternative data to predict credit risk.

Seamless customer experience through automation. No manual intervention.

Quick ROI as solution is scalable, available globally and can be implemented within days.

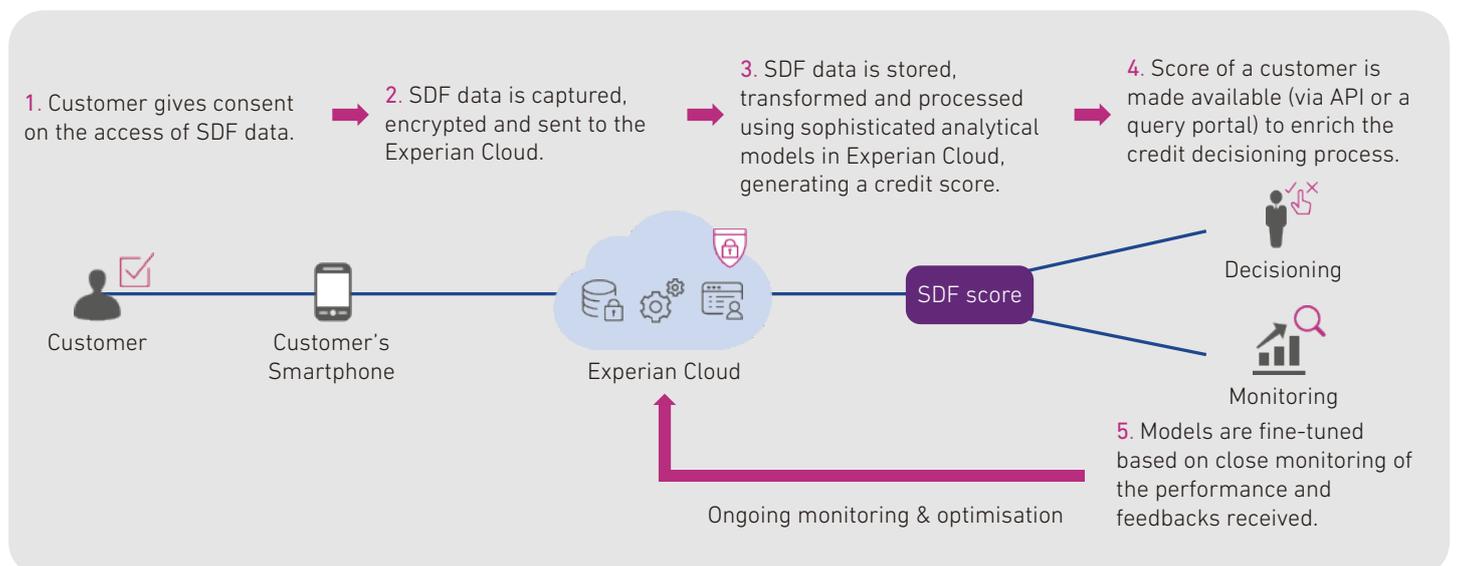
Stringent processes to ensure maximum customer privacy and data security.

### Business Benefits

- Scoring the 'unscorable' consumers to increase customer base.
- Value-add to traditional credit data to enhance existing credit lending processes & decisioning.
- Plug and play solution for speed and ease of implementation.

## Generating and optimising the SDF Score

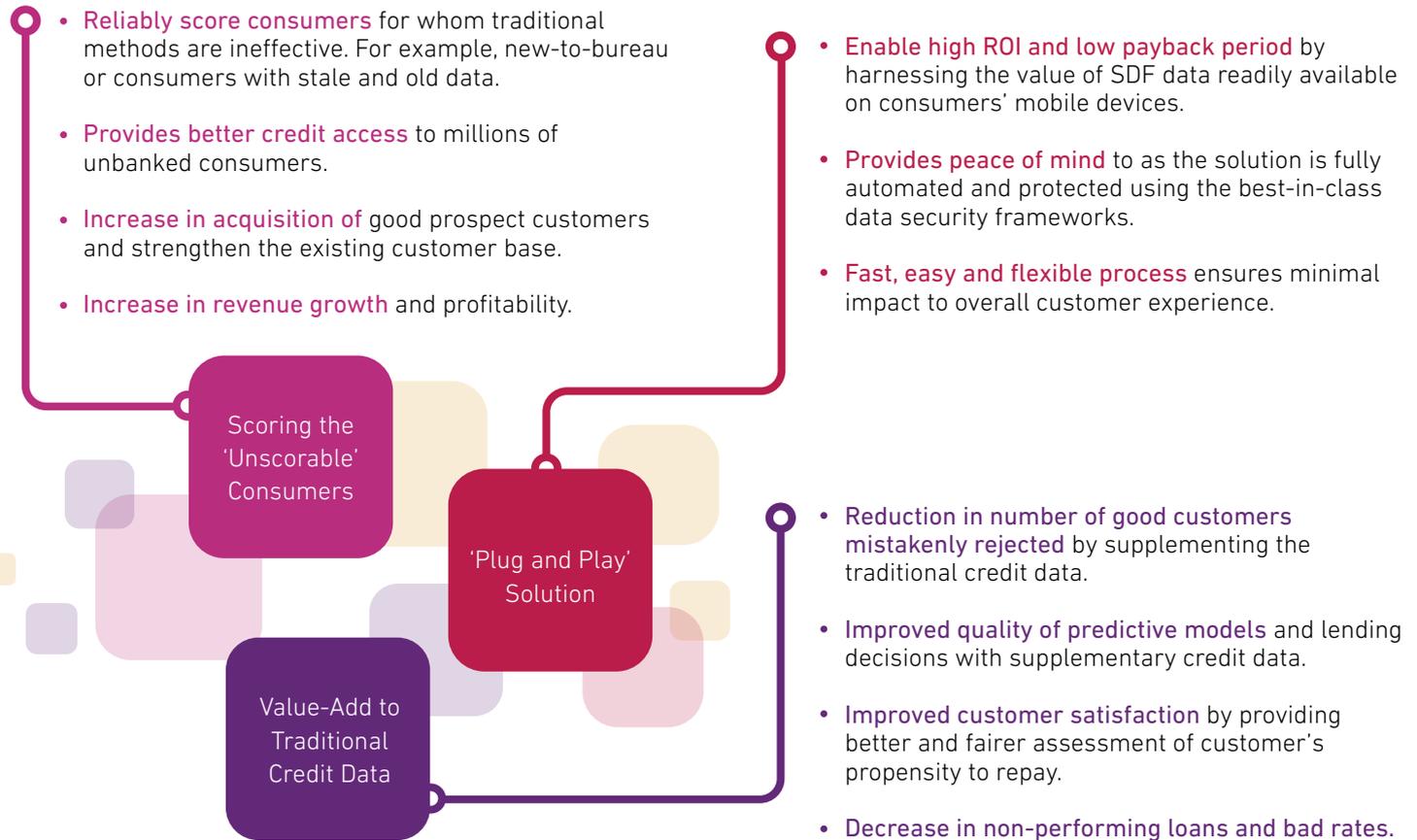
A quick snapshot of how a SDF Score is generated



## Key differentiators of our SDF Score

- Our SDF Score is derived by leveraging on our longstanding experience in building **Expert Models**, coupled with our in-depth **telco industry expertise** in synthesising the various smartphone data attributes
- We closely monitor the performance in the first few months of implementation and **fine-tune** the model interactively using **machine learning techniques**. Bad rates stabilise with passing vintages and iterative fine-tuning
- Our Business Consulting team can also provide **ongoing advisory to better optimise** the score and the commercial applications of this score within organisations

## Key Benefits



## Data Privacy at our core

As one of the largest data custodians in the world, Experian holds confidential data on billions of individuals on behalf of financial institutions around the world. The technology and processes developed to securely manage this data are also used for this solution, built around the following two core principles.

