

# Marketswitch Optimisation

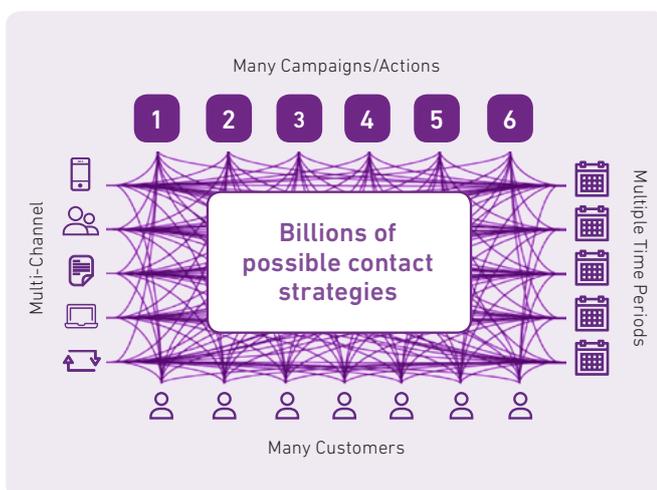
Maximise the performance of your customer interactions

Marketswitch Optimisation offers a simple solution to what was previously a highly complex challenge, offering a number of deployment options to ensure that clients can benefit regardless of their existing infrastructure and systems.

## The challenge

As the business world becomes increasingly complex, so does the decision-making that supports customer interaction. The number of decisions that an organisation has to make around how to interact with a particular customer is on the rise: the marketing campaign they should receive, the credit limit they should be offered, the collections action that should be taken. This complexity is compounded by internal business constraints; this could be the available marketing budget or product targets, exposure or bad debt limits, or collections resource availability. As organisations strive to become more consumer-centric, balancing the customer's needs with business objectives requires a shift in approach.

## Our solution



A mathematical optimisation approach to decision making has become both essential and achievable as organisations become more analytically mature and they recognise the complexity of contact management.

Experian's Marketswitch Optimisation solves these complex problems by evaluating competing goals and priorities, examining trade-offs, and determining the best solution in order to deliver maximum value. Marketswitch can design and execute optimal decisions at the individual customer level. It maximises performance against business goals whilst considering resource limits, regulatory policies, and contact rules. Applicable across the entire customer lifecycle – from acquisitions, through portfolio management, to collections – Marketswitch helps clients to dramatically improve profitability and efficiency.

- Designed for business users to offer control but does not require mathematical expertise
- Flexible deployment in batch, real time or strategy tree
- Highly scalable to solve huge optimisation problems including Big Data scenarios
- Interactive Scenario Analysis to evaluate objectives against operational and financial constraints
- Multi-goal analysis to understand and visualise the trade-off between conflicting goals
- Integrated with Experian's PowerCurve and other leading decision management platforms.

## Marketswitch Optimisation

### Our approach

Experian takes a collaborative approach to delivering optimisation projects. Working closely with you and your team, projects are built in a highly transparent way, ensuring knowledge transfer throughout. This continues with detailed training and handover following implementation, if required. Deployment of Marketswitch software is highly flexible; a batch process via flat files or database tables, real-time calls, or strategy trees which can be imported into many customer management solutions.

### The benefits

Marketswitch has proven time and again to increase business performance:

- Helped a leading telecommunications provider to double response rates and realise 20% improvement in contact efficiency whilst adhering to their many contact rules<sup>1</sup>
- Maximised profit for unsecured loans within resource and legislative constraints by offering an optimal price for individual customers – resulting in a 33% increase in profitability whilst cutting bad debt by 18%<sup>2</sup>
- A global bank developed collections strategies that led to a 10% increase in recoveries and a 12% reduction in bad debt provisioning<sup>3</sup>
- Grow profits with intelligent pricing and revenue management strategies
- Increase response and take up rates with tailored offers and interaction tactics
- Reduce costs through improved efficiency
- Quantify and manage risk, profit, revenue goals across stakeholders

- Evaluate multiple scenarios, examine the trade-offs, and determine which strategy is best
- Execute strategies at an individual customer level to elevate the customer experience
- Adapt to and satisfy regulatory constraints while optimising profits
- Turn insights gleaned from analytical activity into profitable decisions.

### Why Experian?

- Over 100 clients, including some of the biggest global brands, have benefited from using Marketswitch
- Established and proven technology established for over 15 years and subject to constant development
- Highly experienced optimisation consultants who have worked on both the client and vendor side to support implementation and training.

<sup>1</sup> Turkcell case study, 2015

<sup>2</sup> Experian client case study, 2009

<sup>3</sup> Experian client case study, 2012