



# PowerCurve® Strategy Management

Cultivate positive customer experiences.

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Positive customer communication isn't just nice to have. It's a necessity, and it's about your bottom line. Satisfied customers buy more products and services. PowerCurve® Strategy Management gives you everything you need to build relationships effectively across the Customer Life Cycle. Take advantage of analytically driven decisioning technology that helps you foster lifelong relationships with your customers — while increasing the pace of improvement and accelerating your return on investment.

PowerCurve Strategy Management tightly links strategy design with strategy execution. You get quick, painless deployments and unmatched performance monitoring, with results mapped back to your individual strategies. This complete loop architecture accelerates your test-and-learn cycles. It also helps you recognize early signs of market and customer behavior changes so you can adapt your decisioning strategies more quickly to avoid negative impacts and take advantage of opportunities.

The unified PowerCurve platform improves decisions across the Customer Life Cycle, enabled by the studio, a core component. This common strategy design environment and the standardized approach improve consistency and enable time- and cost- saving reuse of decisioning elements.

Additional speed and agility come from business users having a more direct role in developing and improving decisions.

Powerful, easy-to-use capabilities accelerate time to market for new and updated strategies while reducing demands on analysts and IT. Take a look at some key features of PowerCurve Strategy Management.

## Drag-and-drop strategy building blocks

Users can build and refine strategies quickly by dragging and dropping decision-ready data and reusable elements, such as a risk scorecard, a segmentation scheme or a standard calculation from a common repository.

## Strategy templates infused with our knowledge and industry best practices

Accelerate strategy development by providing your users with our templates for specific types of customer decisions, such as initial credit line management or precollections treatment. You can copy and modify templates, as well as develop your own, to create an expanding gallery of ready-made strategy content.

## Interactive and automated analytics

Assisted strategy design is an optional feature offering powerful yet accessible analytics to help your business users build higher-performing strategies. The analytics provide interactive guidance, making suggestions for the "next best split" as users build out decision trees. They also can generate decision trees automatically based on the relative predictiveness of all available population characteristics in the data and user-defined tree-growing parameters.

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### User-controlled, strategy-driven performance monitoring

The Studio puts control of performance monitoring in the hands of your business users. They no longer have to pull data sets and ad hoc reports or turn to IT to get monitoring set up or changed on host systems. Instead, they simply select from a range of dynamic report styles, which self-configure to match the segmentation characteristics and key performance indicators (KPIs) in the strategy.

Once the strategy is deployed, performance monitoring results are displayed inside the Studio, making it easy to see which parts of strategies are working well and which need improvement.

Users can even focus on parts of strategies by selectively turning monitoring on or off and dynamically evaluating the likely impact of changes to the business. They also can rapidly change monitoring as needed if new population characteristics, calculations, steps and KPIs are added to strategies during subsequent refinement cycles. In addition, you can quickly update your strategies to keep up with shifting regulations and ensure compliance by easily providing performance reports to regulators.

Make your customer decisions a more powerful force for higher business performance and improved market agility.

For us, it's all about creating long-term value. Contact your Experian sales representative today or call 1 888 414 1120.

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The PowerCurve platform helps companies make the right decisions, across the Customer Life Cycle, in dynamic business environments. This breakthrough decision-management platform provides new levels of flexibility, insight, control and agility so you can:

- Easily incorporate new decisioning capabilities into your existing environment.
  - Drive higher decisioning performance and ROI throughout your organization.
  - Accelerate time to market while boosting overall productivity.
  - Adapt and maneuver in ever-changing markets.
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