



MobileCredit from TransUnion

Processing credit applications through mobile technology within seconds

Marketers are discovering the potential of the intelligent application of data and analytical tools in their marketing activities. Recently, TransUnion has taken this further by creating a link between data, analytics, and the exciting technology of mobile phones.

Introducing MobileCredit

MobileCredit is a platform that marketers can use to enable prospects and customers to apply for credit instantaneously via their cell phones. Created by TransUnion, South Africa's largest consumer and leading commercial credit bureau, MobileCredit utilises advanced analytics to deliver a cost-effective, reliable, secure credit application service via cellular services such as USSD, WAP and SMS.

The MobileCredit Process

MobileCredit allows consumers to submit an application for credit and immediately opt in to a credit check by submitting key information to an SMS short code, WAP site or other mobile linkage. All required application information is specified by the credit provider in its marketing material. RSA identity number, name, surname, gross income and expenditure are mandatory fields for National Credit Act compliance.

Utilising advanced analytical scoring and credit bureau data, MobileCredit will respond with a message stating whether the applicant is successful or unsuccessful—all within seconds.

For applicants who are successful, the reply they receive will include a reference number. This message is not classified as an acceptance of contractual terms and conditions. With the reference number in hand, the consumer is advised to go in store and verify their identity details and confirm acceptance of the credit offered.

The Benefits of MobileCredit

TransUnion clients already make use of sophisticated data and analytics in their application processes. MobileCredit takes these capabilities to the next level by making them accessible in the convenient world of mobile. For consumers, MobileCredit is fast and convenient, providing an instant response. Credit applications are faster, and consumers can apply from wherever they are, on any of South Africa's mobile networks. The overall customer experience is much more pleasant and efficient.

For businesses, MobileCredit can be a powerful spark to create new sales channels, extending business reach

with a new marketing, distribution and communication channel. MobileCredit can greatly reduce back-office noise and improve turnaround times for both customer and business operations. Manual application processing is also reduced, improving productivity and increasing output and resource efficacy.

MobileCredit lends itself to additional mobile applications in marketing, collections and fraud-related solutions. These solutions can play a role in account acquisition, account management and account collections in the credit lifecycle.

The MobileCredit solution is protected by SA patent application no. 2009/03243.

Get the power to improve your marketing planning, implementation and measurement with MobileCredit. Contact your local TransUnion representative or email marketingsolutions@transunion.co.za

