

Triggers for Auto

Take the right action at the right time

✓ **Enable actions for competitive advantage**

Act quickly and respond to changes in customer behaviour – from acquisition to account management.

✓ **Manage acquisition risk**

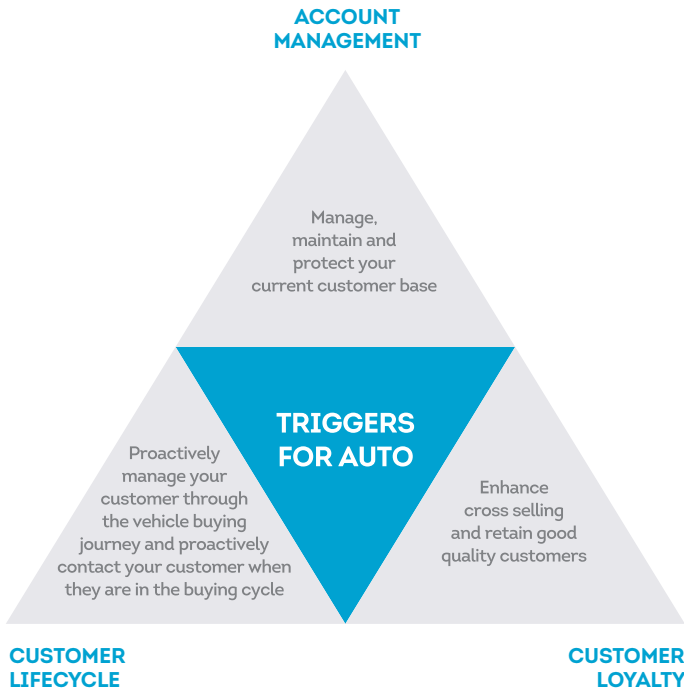
Lower your acquisition cost by proactively monitoring your existing customer base.

Auto Triggers from TransUnion Auto allows you to act on opportunities as they happen. Offering a powerful tool to help you retrain your customers proactively. You'll be able to identify customers based on specific behaviours and act swiftly to maintain your competitive edge.

Enable quick decisions to protect your auto business

The auto industry is fiercely competitive – placing pressure on dealers to grow margins and effectively manage risk related to vehicles and customers. Then there's the added challenge of retaining and growing your existing customer base. Even the best products, processes and value propositions mean nothing – unless you can identify changes in customer behaviour as they happen—allowing you to make key decisions at the right time.

Get the flexibility to focus on areas most critical to your customer lifecycle



Product features:

- **Receive trigger notifications**
Set alerts to monitor your dealerships existing customer base to receive a trigger when your customer enters the buying cycle.
- **Focus on areas critical to your customer lifecycle**
Gain flexibility to respond quickly and capitalise on opportunities, while minimising risk.
- **Proactively optimise customer loyalty**
Enhance cross-selling and proactively retain your existing customers.

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

- ICheck
- Market Price Indicator
- Triggers
- TrueIdentity
- Valuations
- Wholesale Price Indicator
- FirstCheck
- Digital Onboarding
- Verifications
- Analytics and Marketing Solutions
- CreditView
- Dealer Guides
- Car Price
- Quick Credit and Fraud Check
- BI Reports

LEARN MORE

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.