

# Flexion™ Strategy Management

Drive higher performance with more insightful and dynamic decisions



Better customer decisions are a powerful force for raising business performance. Precisely targeted decisions, consistently executed across the Customer Life Cycle, can drive profitability. To increase the pace of improvement and accelerate return on investment (ROI), however, you need efficient and effective methods of developing and deploying insightful decision strategies. To stay competitive and adapt to dynamic business conditions, you need agile ways of affecting change.

The Flexion™ Strategy Management platform tightly links strategy design with strategy execution. So 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 more quickly adapt your decisioning strategies to avoid negative impacts and take advantage of opportunities.

The unified Flexion™ 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 capabilities that also are extremely easy to use accelerate time to market for new and updated strategies while reducing demands on analysts and IT. Key features of Flexion Strategy Management include:

#### **Drag-and-drop strategy building blocks**

Users can quickly build and refine strategies 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 Experian knowledge and industry best practices**

Accelerate strategy development by providing your users with Experian templates for specific types of customer decisions, such as initial credit line management or precollections treatment. Users

can copy and modify templates, as well as develop their 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 automatically generate decision trees based on the relative predictiveness of all available population characteristics in the data and user-defined tree-growing parameters.

#### **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 on 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.

To find out more about Flexion Strategy Management, contact your local Experian sales representative or call 1 888 414 1120.

The Flexion 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