Product sheet

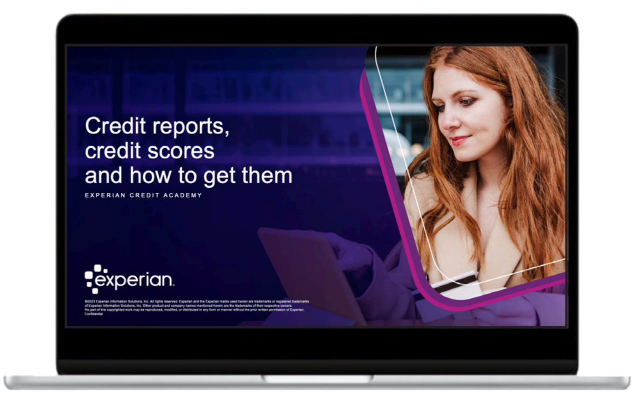
Experian Credit Academy™

Credit isn't just a score, it's a skill™

Credit education is an integral part of building foundational knowledge for any financial services employee. Not only can it help them grow, but it can lead to more opportunities and a brighter future for the customers they serve. Nurturing financial literacy can build trust and increase a customer's creditworthiness. Experian Credit Academy™ is the compilation of more than 20 years of expert credit education, training and resources. Your employees can feel confident sharing credit knowledge, guiding customer decisions that deliver long-term value.

Demand for impact

As frontline contacts for customers, your employees play a pivotal role in ensuring sound financial decisions are made to mitigate risk. With recent environmental, social and governance (ESG) initiatives calling for banks, credit unions and community development financial institutions (CDFIs) to foster financial stability and promote social impact in the communities they serve, providing credit education to employees is a great starting point. Furthermore, sharing fundamental credit knowledge increases engagement and deepens relationships with customers while helping them build lending viability.



A creditable learning experience

Experian® education has historically been consumer focused. However, financial institutions have also turned to Experian to provide resources and training to their employees for many years. Now, the need for enterprise-ready training and education is imperative and Experian Credit Academy is the solution to fill that need. The program provides multi-channel credit education training — something our competitors don't offer.

As many financial institutions have mandates for community outreach and consumer-education programs, the training employees receive can be a starting point for these programs. Additionally, Experian is available every step of the way to provide content, consultation and customer service guidance — all backed by Experian's trusted brand reputation.

Benefits for financial institutions

- Provides accessible training and events available through multiple channels.
- Offers source content that Experian's subject matter experts vet and maintain.
- Delivers long-term value to employees and customers by sharing credit knowledge that can be used for years to come.
- Mitigates risks when engaging with customers day-to-day by providing the most informed financial guidance.

Benefits to financial institution customers

- Increases trust and deepens relationships with financial institutions by receiving the latest credit information.
- Allows for better financial decisions that will affect themselves and their families into the future.
- Influences the surrounding communities and overall financial stability when reinforced by financial institutions.

The Experian difference

There's no question that credit education for your employees is critical to promoting financial literacy, stability and resilience among community members. By packaging more than 20 years of credit education content, Experian has created a solution our competitors can't equal.

For more information about Experian Credit Academy™, reach out to your Experian® account executive at 1 855 339 3990.

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