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# TAKE CONTROL

A ROADMAP FOR **GROWTH**



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# Achievements in data reporting accuracy — maximizing data quality across your organization





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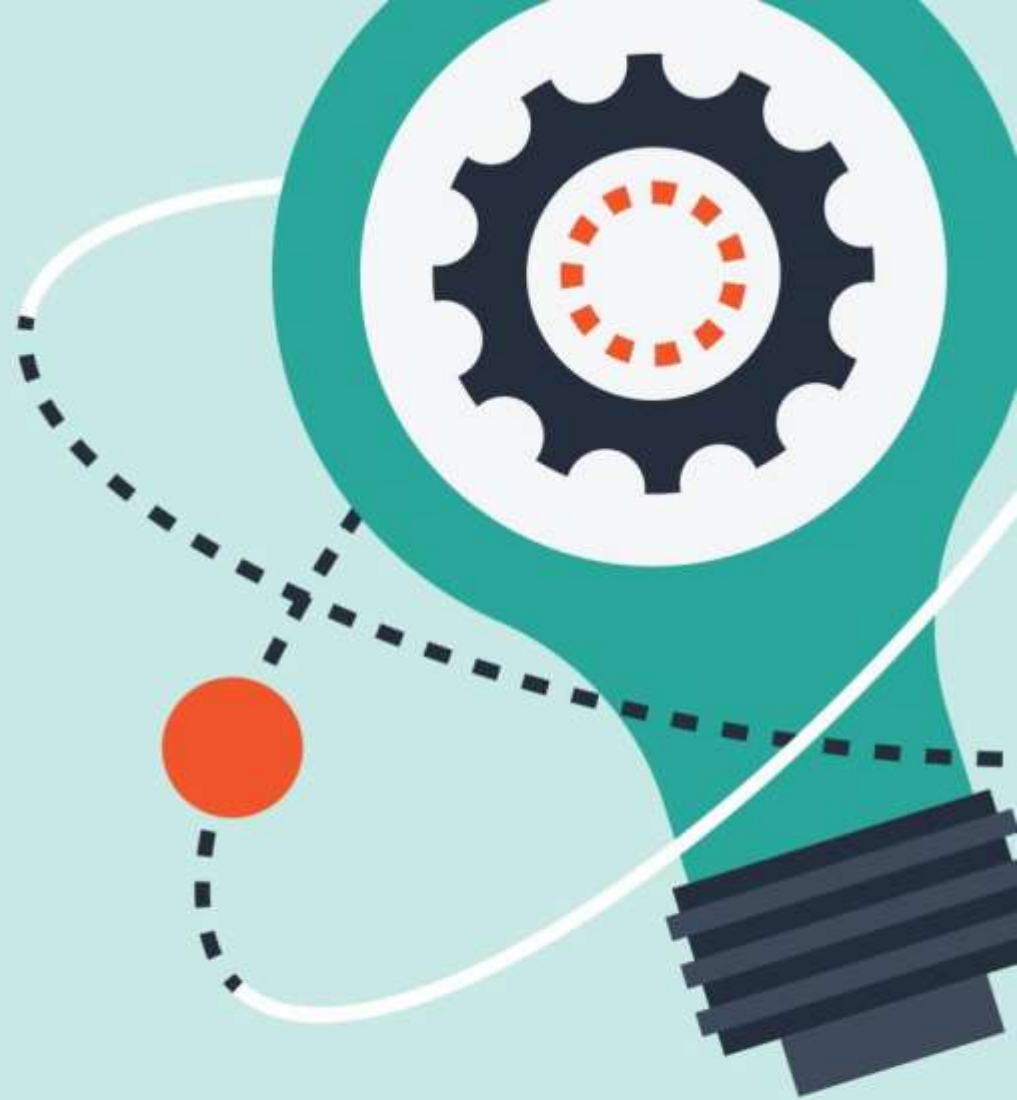
## Introducing:

- **Jodi Cook**  
DriveTime
- **Alissa Hess**  
USAA Bank
- **Tom Danchik**  
Citi
- **Julie Moroschan**  
Experian
- **Ashley Knight**  
Experian

# DATA QUALITY

“ A goal without  
a plan is just  
a wish. ”

— Antoine de Saint-Exupery



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# Achievements in data reporting accuracy

## Agenda

- Ensuring the quality of reported consumer credit data is a top priority for regulators, credit bureaus and consumers.
- Hear best practices and lessons learned from a panel of experts who have knowledge of and implemented robust and successful data quality programs



- Establishing a successful data quality program
- How to fund, staff and organize your team
- Improving the consumer experience
- Partnership with industry experts
- Experian Data Integrity Services<sup>SM</sup>

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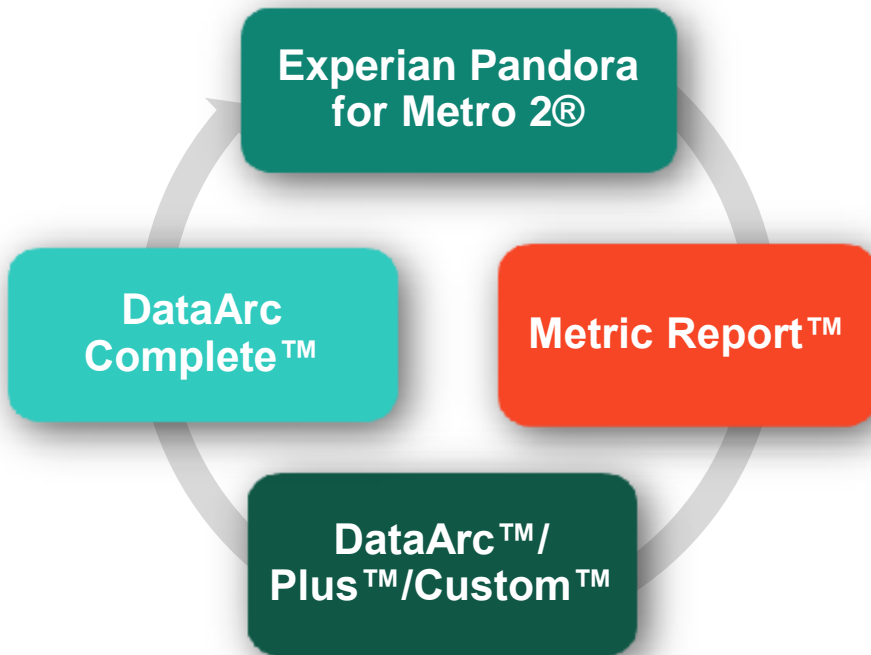
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# Achievements in data reporting accuracy

## Experian solutions

To continue to prioritize the consumer and ensure maximum accuracy of consumer credit data, we offer Experian Data Integrity Services<sup>SM</sup>



- Automated reporting tools help to **monitor and correct** rejected accounts
- **Data quality assessment** with focus on data reporting and disputes
- **Peer benchmarking and analytics** to produce information that is both insightful and actionable
- A consumer trade line view to **validate the data** Experian has on file

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START

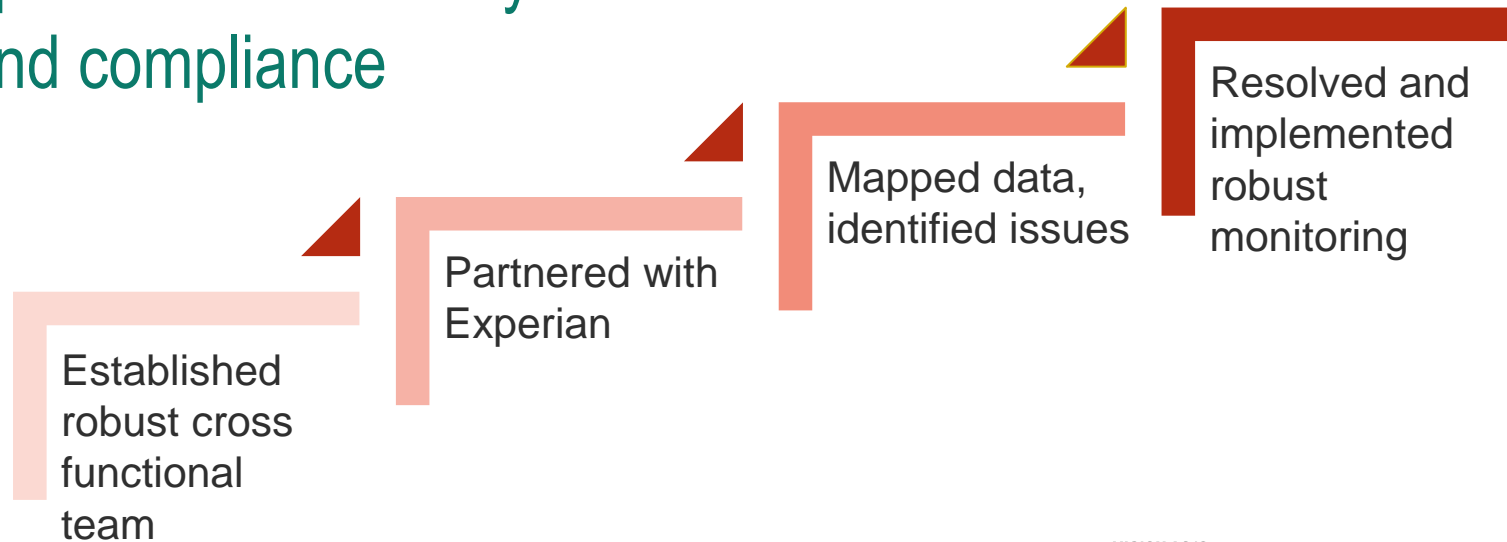


# Achievements in data reporting accuracy

## Establishing a data quality program

**DriveTime successfully implemented a data quality program within 6 months**

Pathway towards operational efficiency and compliance



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# Achievements in data reporting accuracy

Establishing a data quality program

**DriveTime was focused on policy and procedures and started implementing internal checks and balances**

Key factors for a successful data quality program

Knowledge and Education

Data Analysis

Policy and Procedures

Experian Data Integrity Services  
DataArc Plus™





# Achievements in data reporting accuracy

Data mapping and validation with Experian's consultant



Maintenance system					System of Record					Metro 2 Standard						
Field	Length	Type	Values	Business Rules	Field	Length	DT	Values	Business rules	Field	CDIA Required	Field Length	Field Name	Field Description	Metro II Guidelines and Defn	Add'l Metro II Guidance & Comments
										11	A	5	Credit Limit	Current account credit limit	Line of Credit = assigned credit limit* Installment = zero fill Mortgage = zero fill Open = assigned credit limit, if applicable;* otherwise, zero fill Revolving = assigned credit limit*  * For closed accounts, continue to report the last assigned credit limit.	For closed accounts, continue to report the last assigned credit limit.
										12	Y	5	Highest Credit or Original Loan Amount	Highest balance ever on account	Line of Credit = highest balance ever attained Installment = original amount of the loan excluding interest payments Mortgage = original amount of the loan excluding interest payments Open = highest balance ever attained Revolving = highest balance ever attained  For companies who report returned checks, such as collection agencies, report the original amount of the check, excluding fees and interest.	

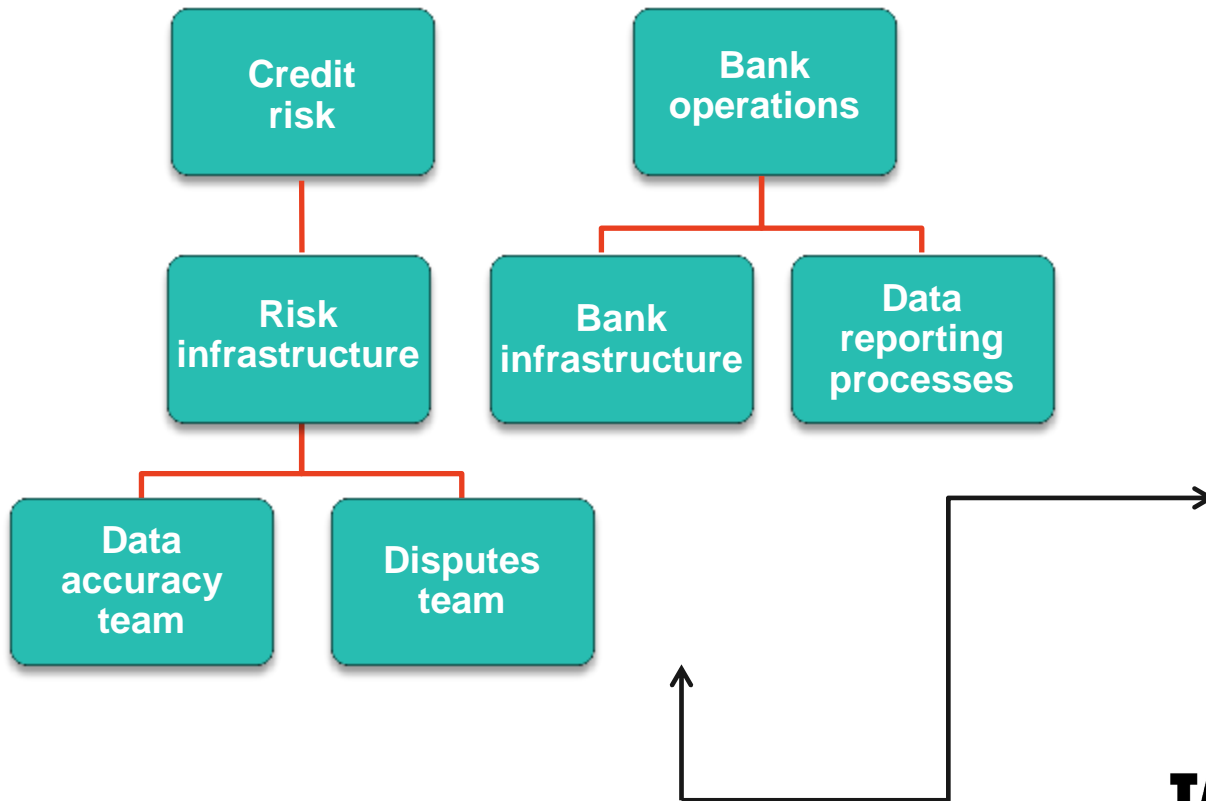
- Source to Metro 2<sup>®</sup> mapping
- Field lengths and data types
- Transformation Rule
- Code values



# Achievements in data reporting accuracy

## Establishing a data quality program

**Organizational set up and ownership: centralize disputes and identify priority, ownership and transparency**



What was the **impact?**

- Operational efficiencies
- Increased visibility
- Quicker resolution



# Achievements in data reporting accuracy

Establishing a data quality program

## How to get **funding?**

Investment in a data quality program may be challenging for some organizations since most budgets are allocated to strategies / products / marketing that drive revenue

- Make the case
- Importance of credit reporting
- Legal fees





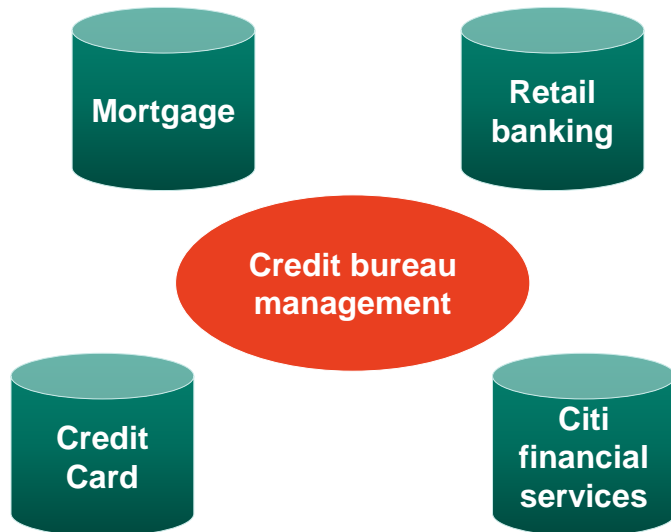
# Achievements in data reporting accuracy

## Establishing a data quality program

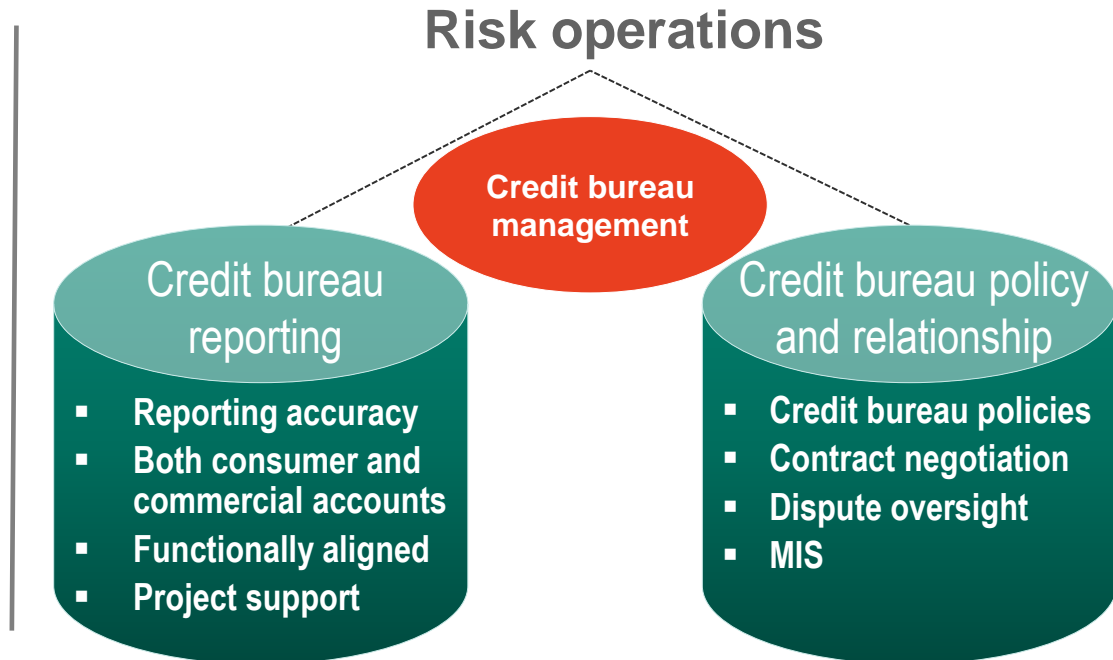
### The path to **quality**

Move away from credit bureau reporting managed within separate business units to a single utility responsible for managing or monitoring all credit bureau interactions

#### Before



#### After





# Achievements in data reporting accuracy

Establishing a data quality program



## Targeting **data quality**

### Methodology and approach:

- Build controls that allow for monitoring and that provide actionable insights
- Project managers lead projects to improve credit bureau reporting
- Identify discrepancies in reporting and correct previous errors; **identify root cause to prevent reoccurrences**

If you want something in your life you've never had,  
you'll have to do something, you've never done.

~ JD Houston









**ADVICE**

**HELP**

**SUPPORT**

**TIPS**

**GUIDANCE**

**ASSISTANCE**



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1 Select the Survey button and complete

2 Select the breakout session you attended

Vision Conference  
Breakout Session Survey

Experian

1. How would you rate the presenters' knowledge?  
 Excellent  Above average  Average  Below average  Poor

2. How would you rate the presenters' delivery?  
 Excellent  Above average  Average  Below average  Poor

3. How would you rate the presenters' time management?  
 Excellent  Above average  Average  Below average  Poor

4. How useful was the session information?  
 Very useful  Somewhat useful  Neutral  
 Somewhat not useful  Not useful

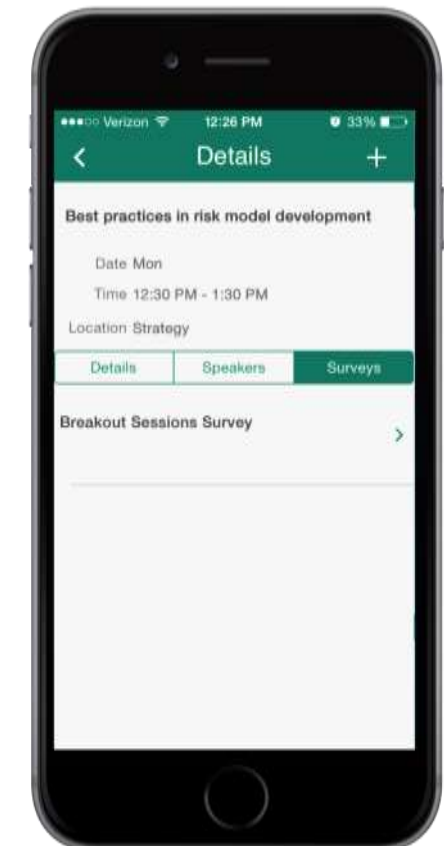
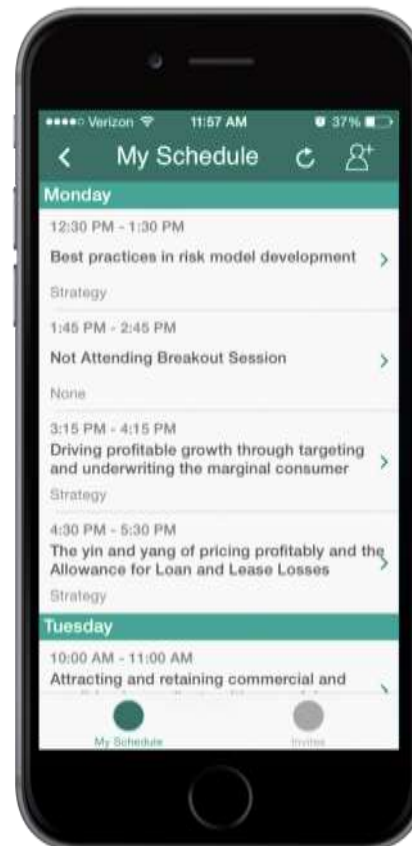
5. How would you rate the session on being current?  
 Very current  Somewhat current  Neutral  
 Somewhat not current  Not current

6. How relevant was the session content to the title and description?  
 Very relevant  Somewhat relevant  Neutral  
 Somewhat not relevant  Not relevant

7. How would you rate the level of content?  
 Too advanced  Just right  Too basic

8. Why did you attend this session? (Check all that apply)  
 Relates to my business  The presenter(s)  Interest in new product  
 Compelling session description  Increase product knowledge

9. Do you have any additional comments?  
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