




# Empower Your Financial Institution With Data-Driven Excellence



Learn how MeridianLink Consulting optimizes your credit strategy, business goals, and risk tolerance into an automated underwriting framework.

# Introduction

Data has always been at the core of making sound lending decisions. However, as consumers increasingly seek faster, seamless, and more tailored services, lenders must evolve their credit decisioning practices to meet these demands—while upholding rigorous compliance and risk management standards.

The reliance on human-driven, manual processes has given way to a more data-driven and automated approach. To thrive in this paradigm, lenders must embrace data-driven solutions that can adapt to the dynamic needs of both borrowers and the industry at large.

With 25 years of digital lending expertise, MeridianLink® is your trusted partner in this transformative journey. Our cutting-edge analytical solutions are designed to help your financial institution (FI) not only meet consumer expectations but truly thrive in today's modern lending landscape.



MeridianLink will optimize your credit strategy, business goals, and risk tolerance with data analytics, data science, and machine learning to optimize your end-to-end digital lending experience.



Get Instant Automated Credit Decisions



Increase Approval & Booking Rates



Lower Delinquencies



Improve Risk Differentiation



Lower Underwriting Costs, Increase Underwriting Capacity



Faster Funding Turnaround Times



Approve More Consumers, Attract New Consumers

# Introducing MeridianLink's Comprehensive Analytics Solutions

MeridianLink offers multiple analytics solutions tailored to your specific goals and strategy for automating underwriting.

## Scoring Solutions

- **Custom Score:** A credit risk score that leverages multiple data sources, is customized to your consumer-base, and performs better than a generic credit score.
- **Member / Customer Score:** Evaluate and score the relationship of your members and customers. Differentiate between accountholders and non-accountholders and segment existing members/customers based on relationship value and risk.
- **Collection Score:** Identifies the accounts that will either cure or roll over to a more severe delinquency status. This can help you to prioritize and tailor collection strategies for a more efficient, cost-effective collections operation.

55%

55% of lenders have built credit decisioning models that have not made it to production.



## Reveal Pro

Our proprietary solution leverages data analytics, data science, and the in-house expertise of MeridianLink's decision engines and loan origination system to transform your underwriting and help you achieve high levels of auto decisioning.





# Custom Score

Over the past decade, the financial landscape has experienced a surge in credit demand and intensified competition. With these changes, traditional manual underwriting in credit decisioning is giving way to scoring methodologies derived from statistical models.

Powered by AI and machine learning, **MeridianLink's Custom Score** is built by aggregating application, consumer, credit, and performance data to identify the optimal set of predictive variables. These selected variables are used to determine the probability of default, which is then converted into a credit score. The score is augmented with optimized underwriting rules and implemented in the decision engine.

What differentiates our Custom Score from a FICO® or Vantage® Score? **It's designed to match the unique characteristics of your consumer base and can incorporate multiple alternate data sources.**

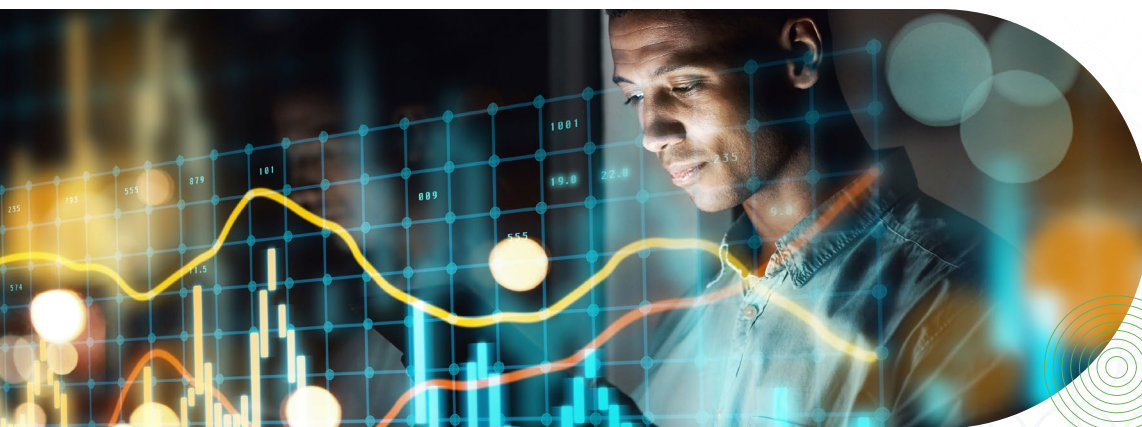


25%

On average, MeridianLink's Custom Score performs **25%** better than generic scores.

## Why This Matters?

- Compared to more generic scores, MeridianLink's Custom Score has an enhanced ability to rank order risk—categorizing more expected good loans into higher scores and potentially problematic loans into lower score ranges, advancing your risk assessment.
- Our Custom Score allows you to eliminate unnecessary rules and policies that no longer differentiate credit risk, resulting in a more efficient and effective origination process.



# Reveal Pro

Serving your consumers while growing your business and staying ahead of the competition is challenging. MeridianLink's answer to this challenge is Reveal Pro, a cutting-edge **proprietary solution** that combines **data analytics and data science with our deep knowledge and extensive experience** of the MeridianLink decision engine and loan origination system to **revolutionize underwriting through automation**.

Reveal Pro has two distinct but highly integrated services:



## Decisioning Optimization

Utilizes statistical analytics to identify key risk drivers and their thresholds to tailor your lending strategy, credit policy, and risk appetite into an automated underwriting framework.



## Advanced Analytics

Monitors automated decisioning rates and portfolio performance providing actionable data-driven insights, resimulations, and reconfiguration.

**Decisioning Optimization** leverages data science tools and techniques for selecting the optimal set of variables that are most predictive of risk and calculates the inflection points for each of those variables. Based on an extensive analysis, the inflection points are translated into a comprehensive set of underwriting guidelines used to simulate credit decisions on thousands of actual loan applications. Based on the simulation results, the underwriting guidelines are further fine-tuned and then translated into business requirements for implementation in the decision engine.

To complement your now-optimized decision engine, **Advanced Analytics** will actively monitor your automated decisioning rates and portfolio performance, aligned with your credit strategy and business goals. This provides you with actionable insights to quickly reconfigure your underwriting guidelines based on macroeconomic environment changes, shifts in your consumer risk profile or credit strategy.



With **Reveal Pro**, you'll have access to data-driven actionable insights and portfolio monitoring capabilities, including:

### **Trend Analysis**

Uncover prevailing market trends and patterns that influence your decision-making.

### **Credit Demand**

Identify trends in credit products, enabling proactive adjustments to your offerings.

### **Profile Analytics**

Delve into consumer profiles and behaviors to tailor your services more effectively.

### **Approval & Bookings Analytics**

Enhance your understanding of approval rates and booking patterns to optimize your lending process.

### **Portfolio Performance**

Monitor and evaluate your portfolio performance to ensure it aligns with your strategic objectives.

### **Price Analytics**

Refine pricing strategies based on analytical insights for a competitive advantage.

### **Benchmark Analysis**

Compare your FI's performance with industry peers to identify areas for improvement.

### **Lost Sales & Decline Analysis**

Discover where lost consumers venture and evaluate their performance outside your institution.

### **Disparate Impact Analysis**

Maintain compliance with fair lending laws and regulations by measuring and monitoring potential disparities.



# Accelerate Your Path to Excellence With MeridianLink

Partnering with MeridianLink equips your financial institution with the essential data and digital tools to not just survive but truly thrive in today's dynamic financial landscape. Our suite of purpose-built analytics solutions are designed to supercharge your decision-making capabilities, ignite growth, and ensure your consumers enjoy a seamless and rewarding experience.

## This is what data-driven excellence looks like:

- ✔ **Automated & Instant Decisions:** Achieve **40%** to **75%** auto decisioning rates, enhancing the overall consumer experience.
- ✔ **Impressive ROI:** Gain tangible value with a return on investment of over **300%**.
- ✔ **Higher Origination Volume:** Reduce application abandonment and improve origination volume and booking rates.
- ✔ **Efficiency and Cost Savings:** Experience lower underwriting costs and improve operational efficiencies in your underwriting process that sets you apart from the competition.
- ✔ **Enhanced Risk Profiling:** Opt for a more precise risk profile that translates to fewer delinquencies, reduced credit losses, and a resilient loan portfolio.
- ✔ **Risk-Based Pricing:** Harness the power of risk-based pricing and intelligent loan structuring to maximize profitability while reducing risk.
- ✔ **Consumer Satisfaction:** Deliver a seamless, user-friendly experience that not only satisfies but also engages and retains consumers, fueling your growth.



Let's  
connect!

Are you ready to embark on this journey?  
Let's connect! Together, we'll redefine the  
future of your financial institution.

**LEARN MORE**