



Acquisition Manager

Acquire more customers and create profitable growth through faster, more accurate decisions

Achieving sustainable and profitable new customer growth is no easy task. But in the end, it all comes down to an ability to do three things really well:

- Understand your customers through the right internal and external data
- Make targeted decisions and tailor offers based on the customer, product or channel
- Create a great experience for customers by ensuring a quick, easy and convenient application process

With TransUnion's DecisionEdgeSM Acquisition Manager, you can achieve all of these goals. From capturing application data to account fulfillment and onboarding processes, Acquisition Manager enables faster, more accurate and more efficient decisions for all of your lending products.

How Acquisition Manager can help your organization drive profitable new customer growth

 Understand your customer	 Make targeted decisions	 Create great experiences
<ul style="list-style-type: none"> • Access the latest TransUnion data and scoring solutions • Integrate internal data, including blacklists, whitelists and more • Access new external sources 	<ul style="list-style-type: none"> • Eliminate one-size-fits-all strategies: Tailor your decisions to the customer, product and channel • Go beyond assessing risk: Incorporate marketing and pricing decisions • Embrace change: Get the flexibility to try new things, implement them quickly, learn and adjust 	<ul style="list-style-type: none"> • Customers get a decision in seconds or minutes, not days or weeks • Automation decreases the number of steps needed to complete an application, which reduces customer abandonment • Customers can get decisions wherever they are—the car dealership, at home, in a bank branch or on their phone

Deploy end-to-end or augment your existing solution with improved decisioning

Acquisition Manager's modular composition lets you choose which solutions you need for any stage of your origination business, whether you are paper-based with 100% manual underwriting or you have an established multi-channel origination system.

Our highly configurable solution can be tailored to your unique needs



Data capture and application interfaces

- Quick data entry or long-form application capture
- Call centre, store, Internet and mobile application-capture options
- Use your screens or ones hosted by TransUnion



Flexible data access

- 100% data agnostic; integrate any data
- New data sources added quickly
- Access the latest data, scores and solutions from TransUnion



Robust decisioning

- Comprehensive business-rules management tools
- Implement scorecards, decision trees, matrices, decision tables, and more
- Risk, marketing and pricing decisions supported with embedded cross-sell, up-sell and down-sell strategy support



Queue management and workflow

- Efficiently manage manual reviews
- Document capture and generation capabilities



Business intelligence and insights

- User friendly reports and KPI dashboards
- Integrated champion / challenger and impact analysis testing
- Environment that encourages change

Acquisition Manager goes mobile

A major bank needed an end-to-end mobile acquisition solution and chose Acquisition Manager with integrated e-know-your-customer capabilities via a native iOS app. They eliminated paper applications and equipped field sales associates with Apple iPad

tablets that utilized fingerprint biometrics to verify and pre-fill application information. And through integrating credit and non-credit data sources and robust decision rules, the bank was able to provide consumers with an instant approval.

Find out how Acquisition Manager can help you make better decisions—quickly and cost-effectively. Contact your TransUnion representative today or call [visit transunion.ca/product/decisionedge](https://www.transunion.ca/product/decisionedge)