

Estimated Interest Rate Calculations (EIRC)

Calculating estimated interest rates: shining a light on competitor rates

A consumer's current interest rate with your competitors doesn't have to be a secret. Do you want to improve prescreen campaign response rates? Find the right product fit for consumers at the point of sale? Optimize credit terms for existing customers? Experian's EIRC products give you visibility into a consumer's existing trades, including estimated interest rates.

No matter what size your company is, you can use these insights to improve the performance of marketing and account review activities so you can make impactful, firm offers of credit and ensure your product terms are competitive.

We offer a range of EIRC products:

- EIRC for AutoSM.
- EIRC for Closed-End LoansSM.
- EIRC for MortgageSM.
- EIRC for RevolvingSM.
- EIRC for StudentSM.

With Experian's EIRC products, you can:

- Offer meaningful rates and illustrate the benefits of refinance or consolidation offers by showing consumers the potential savings.
- Increase marketing campaign response rates by targeting consumers who currently have a higher rate than the one you will offer.
- Assign appropriate interest rates and terms by aligning product offers to consumer need and use of credit.

- Enable associates at the point of sale to conduct meaningful conversations and find a good product fit based on the consumer's current estimated interest rate.
- Retain valuable customers by refining credit terms and ensuring your products are priced competitively among the consumer's other trades.

And you'll get far more than just interest rate.

EIRC products include a range of attributes:

- Highest/Lowest annual percentage rate (APR).
- Average APR.
- Interest amount in dollars.
- Current balance.
- Original loan amount.

Take advantage of every consumer interaction by making EIRC part of your segmentation strategy today.

To find out more about EIRC products, contact your local Experian sales representative or call 1 888 414 1120.



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