

# uDecide™

uDecide™ increases customer acquisition efficiency while minimizing risk at the beginning of the client lifecycle during pre-acquisition and acquisition stages.

As part of the Decision Suite™, uDecide™ enables business professionals to configure decision strategies that assess take-up propensities, credit risk, fraud, profit and attrition potential for each new customer.

uDecide™ works in two ways:

1. Pre-acquisition decisioning - targeting selected customers;
2. Acquisition decisioning - selecting valued customers.

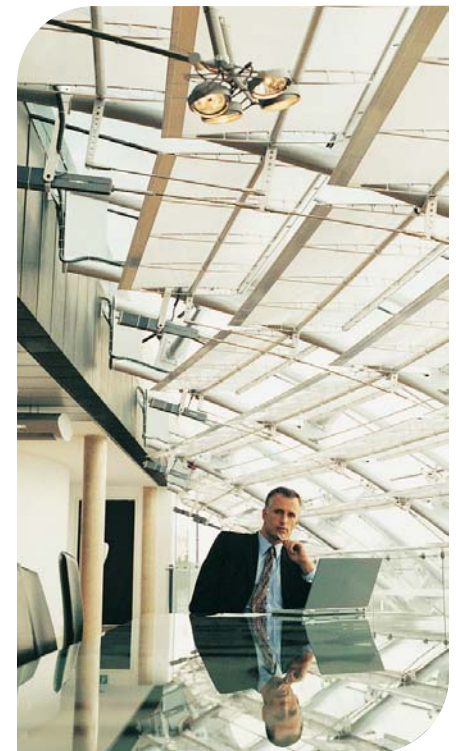
By using uDecide™ for pre-acquisition, you can derive decisions for prospective customer purchase propensity, credit risk, profitability, attrition and other unique organizational key targets using a batch processing method.

Known to some marketers as the 'barrier of entry', the 'on-line' acquisition decision commonly known as the 'credit check' is one of the most important customer decisions that an organization can make, so why leave this process to the credit department alone? The answer is that traditional solutions in the acquisition process can only take into account credit risk. uDecide™'s best-in-class robust and flexible features enable acquisition decisions to be based on the overall make-up of the organization's uCVM™, thereby taking into consideration profitability, attrition, fraud, up-sell potential, and other critical information. Credit, marketing and other facets of the organization can now work in unison, making sure that their goals are clearly identified in the acquisition process.

Example: A customer falls into a medium credit risk class where traditionally a \$100 security deposit or pre-authorized payment would be required. By not factoring in the propensity of profit (i.e., will the customer make large purchases each month?) and the propensity of attrition (will the customer stay and grow with the organization for years to come?), the decision is not being made in the best interests of the overall organization's uCVM™.

No down time, sub-second responses, an array of pre-integrated solutions and analytics, coupled with user-defined decision strategies - the result is limited only by the user imagination.

uDecide™ - Changing the way organizations acquire customers.



For further information, please contact Decisioning Solutions at [Info@decisioningsolutions.com](mailto:Info@decisioningsolutions.com)

