

Payment Capacity Model

Identify consumers with the most credit lending potential

TransUnion Hong Kong is proud to introduce powerful, innovative new product—the TransUnion Payment Capacity Model. Now you can confidently match your best offers to consumers with the most credit lending potential—while managing their future risk. This ground-breaking model is being built exclusively to predict future payments for the Hong Kong market.

Predict consumer payment behavior over the next 12 months

The Payment Capacity Model predicts the combined payment value an individual will make over the next 12 months on their credit cards, charge cards, unsecured installment loans and revolving loans.

Allowing you to:

- More responsible lending
- More accurately assess their total future payment behavior
- Refine pricing strategies to target customer groups
- Improve revenue while managing future risk
- Identify and respond to changes in customer payment behavior

Make statistically sound and objective decisions

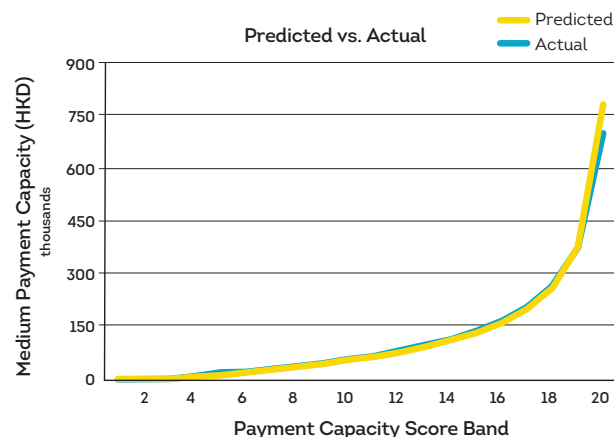
With a 0.78 R-Square value, this model reliably predicts consumer payment behaviour over the next 12 months. It's developed based upon 5 million TransUnion consumer records in Hong Kong compiled from 24-month of past consumer behavior, which increases the score's ability to predict.

R-Square

Development—0.78

The score performance is outstanding. The R-square on this page is for the score to actual payment with both capped at \$1MM.

Performance on Full Population



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Learn more about the TransUnion Payment Capacity Model. Contact [852-2979-3005](tel:852-2979-3005) or sales@transunion.hk.

Target products to customers with the highest payment potential

NEW CUSTOMERS: MATCH OFFERS TO THEIR PREDICTED PAYMENT POTENTIAL	EXISTING CUSTOMERS: FIND NEW OPPORTUNITIES FOR PORTFOLIO MANAGEMENT
<ul style="list-style-type: none">→ Analyze your customers by their predicted ability to pay→ Tailor credit offers—including terms, rates, limits, and fees—to a customer’s predicted ability to pay→ Improve revenue while managing future risk	<ul style="list-style-type: none">→ Make account-management decisions based on future payment and usage potential→ Refine pricing strategies to target customer groups→ Benefit from portfolio reviews for account engagement strategies to stimulate usage among high-potential customers

Wider range, more loan information

- The target outcome is the total payment amount for all unsecured installment loans (excluding auto and mortgage): bank revolving loans, charge cards, and credit cards for the 12 months after score point.
- The score ranges from 0 to 2,000,000, returned through TransUnion credit reports during reviews and new applications.

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