PowerCurve®
Power, precision and ease, all in one place

PowerCurve helps companies make complex customer decisions

Better decisions for a better customer journey

The relationship between you and your customers is more than just a series of discrete, one-off activities. Collectively they represent the overall experience a customer has with your company. Along this customer journey are opportunities to provide a positive experience at every turn. Achieving this has become increasingly complex. Fast changing regulatory policies, evolving consumer preferences, and dynamic market conditions have become a major strain on companies and significantly impact how you deal with customers.

A key to managing this complexity and providing the best possible customer journey often hinges on the decisions you make about your customers. These decisions can greatly impact the key metrics that are most important like new customer acquisition, share of wallet, or exposure to risk to name a few. Unfortunately, it's tough to fully achieve your strategic goals without the systems and resources to help you make confident customer decisions that will grow your business.

Advanced, automated decisioning across the Customer Life Cycle

Technology is now more critical than ever in making decisions that are timely, accurate and consistent. Customers expect instant access to products and services while regulators continue to reshape policies driving the need for swift action. So making optimal customer decisions that drive this action requires a combination of decisions, analytics, data intelligence and execution. Experian's PowerCurve® platform delivers this on a single, modular platform to automate decisioning at the individual customer level.

Before PowerCurve, organisations that relied on automated decisioning had to deal with inflexible systems that were difficult to manage or required dedicated technical resources to make changes. And leveraging new sources of data was often sought after but rarely practical. So this left organisations slow to adapt to dynamic markets and regulatory policies ultimately affecting the performance of their business.

PowerCurve provides you with the flexibility and agility needed in today's demanding business environment. It's a single platform that offers a standardised framework to automate decisioning at the critical stages of the customer life cycle. With flexible strategy design capabilities, access to more relevant data, and true insight into decisioning strategies, PowerCurve is able to dramatically improve the customer journey.

Business experts are empowered to manage decision strategies with Unified Design Studio

Decision strategies that result in an efficient, positive customer journey require careful planning and thoughtful design. PowerCurve offers integrated Design Studios where business users – not scarce technical resources – can design and deploy decision strategies, process flows, and data connectivity options. Using this open, intuitive design environment, business experts can map out the journey the customer will take for a particular process and accurately define the decisions that are required along the way. Decision strategies can then be tested and deployed in this design environment at a fraction of the time and cost required by traditional systems.

PowerCurve also fosters a collaborative and efficient decision strategy design process. By leveraging a content repository that is shared across users, you can create decision strategies and other processes based on elements or content that has already been developed. For example, templates or previously used decision strategies, calculations, and connections to data sources can be stored in this content repository. Then, these assets are made available to dramatically speed up the roll out of new systems and products. This collaborative approach helps to preserve valuable resources and improve the bottom line.

Better assess customer potential with new data sources

Many organisations want to harness the power of new data sources but don't have the ability to easily access and integrate this data into decisioning processes. This is an area where PowerCurve truly excels with a standard way to access multiple, varied data sources like credit bureaus and data used to verify identities and mitigate fraud. By utilising common standards for data integration, PowerCurve opens up opportunities to connect to a wealth of data sources, including internal data, to drive decision strategies and critical business processes. Like decision strategies and business processes, these connections to data sources are developed in a business-focused Design Studio and can be shared across other products and processes using the PowerCurve platform.

When it comes to data, PowerCurve does much more than just deliver it into a decisioning process. Once data is brought into PowerCurve it can be standardised and enriched so that it's "decision-ready." This means it can now be used to drive calculations and develop attributes to predict outcomes and behaviours. Now, data becomes a real asset helping you to better assess customer potential and enable highly informed customer decisions. This is something that can truly deliver better performance and improve the customer experience while keeping risk in check.

Use insight to make more informed and effective decision strategies

In a fast moving, complex environment having insight into business performance can be a tremendous advantage. With PowerCurve, you can proactively monitor the performance of decision strategies using flexible dashboards and reporting tools.

PowerCurve captures the data used in the decision process along with data from other relevant systems and consolidates it, allowing reporting and monitoring tools to turn this information into powerful visualisations. These easy-to-interpret visualisations provide insight into the efficacy of decision strategies and drive action that can create more profit or uncover new revenue opportunities.

While capturing and analysing the data used in the decision process is certainly powerful, the ability to quickly act on the resulting information and insight takes this process to a whole new level. PowerCurve offers the capability to use this important information to drive analytical techniques that improve decisioning strategies. And this can be done without involving analytical teams or developing new models. Using a controlled environment, business users can review existing strategies and areas that can be improved are highlighted in a visual way. PowerCurve then offers recommendations to improve strategies and select an outcome that best satisfies business goals and constraints. Delivery of these new and improved strategies is rapid, as they can be deployed as soon as they are defined.

Right size and a good fit in complex IT environments

Massive IT projects are costly and time consuming and only add complexity to business processes that are far from simple. On the other hand, PowerCurve is scalable so it can provide a solution tailored to the scope of the business problem, accelerating return on investment. Having this flexibility means that PowerCurve can automate a complete end-to-end process like customer acquisitions. If the requirements are less demanding the modular, component-based architecture can also handle decisioning for a discrete process. To maintain agility, additional functionality can easily be added as your business requirements expand.

Going beyond business needs, PowerCurve also works well in complex IT environments. As an enterprise-ready solution, PowerCurve supports multiple platforms and adheres to common IT standards to maximise interoperability. Security, of course, is important and PowerCurve offers sophisticated security controls but is still flexible enough to comply with diverse IT policies. PowerCurve is purpose built for customer decisioning with a high-performance execution engine and doesn't require the heavy, costly, customisation and tuning that generic solutions may require.

Making the complex simple to understand

Data is a competitive asset for businesses. You can't make decisions without it – from growing customer relationships to adding new services or protecting against fraud.

At Experian, we unlock the power of data to create opportunities for consumers, businesses and society. Managing and safeguarding the largest and most diverse data repository in the industry means we can provide the answers you need for faster, confident decisions. Over 3,000 technologists and data scientists around the world use technology, analytics and insights to create meaning out of all that data. The end result? Make each transaction safer and more profitable. And strengthen customer trust and loyalty.