



Milan, 1 Feb 2010

## **Experian helps Vodafone Italy to maximise customer acquisition and minimize exposure to bad debt**

In a drive to further improve customer acquisition and to minimise potential exposure to bad debt, Vodafone Italy has relied on Experian's Transact SM and Probe SM systems.

Transact SM receives, validates and processes over five million applications per year for Vodafone Italy. The system delivers risk-based lending decisions based on each applicant's financial risk profile to enable the mobile phone operator to reduce its exposure to high risk customers. Using Experian's Probe SM system, Vodafone Italy is also able to analyse each customer's financial behaviours to help it determine the most appropriate credit, marketing and - if necessary - optimal pre-collections and collections strategies.

With greater insight into its customer base, Experian's data and analytics capabilities enable Vodafone Italy to maximise the profitability of each customer relationship. Experian's software also provides Vodafone Italy with a unique simulation capability to enable its risk department to test new strategies designed to improve customer acquisition and retention performance.

Nadia Pesce, Credit Verification Project Manager Vodafone Italy, said: "Experian's data, software and analytics capabilities are a powerful proposition in today's marketplace. They provide our business with the credit risk insight to further develop our market leader status in a highly competitive sector. In the current economic climate, we have realised how important is for an organisation to have flexible systems that helps to easily adapt to the changing situation".

Miretta Menarini, Vertical Market Head Experian's Decision Analytics division Italy, comments: "Vodafone Italy and Experian have worked closely together for over a decade to continually innovate Vodafone's customer acquisition and management strategies. This latest project signals the next phase in our commercial relationship and we look forward to working closely with our client."

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### **About Experian**

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

**For more information, visit [www.experianplc.com](http://www.experianplc.com)**

### **About Experian Decision Analytics**

Decision Analytics is the international division of Experian specialized in providing credit risk and fraud management consulting services and products. Over more than 30 years, it has developed its best

practice analytical, consulting and product capabilities to support organisations to manage and optimise risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies throughout the customer relationship. With clients in more than 60 countries and offices in more than 30, the Decision Analytics division of Experian delivers experience and expertise developed from working with national and international organisations around the world across a wide range of industries and business size.

**For more information, visit the company's website on [www.experian-da.com](http://www.experian-da.com).**

#### **About Vodafone Italy**

Vodafone Italia ([www.vodafone.it](http://www.vodafone.it)) has more than a third of the Italian market and is part of the worldwide Vodafone Group, the world's leading telecommunications company for mobile telephony. In Italy it delivers mobile and fixed line telephone and broadband services to more than 30 million customers.