

YOIGO TO ENHANCE CUSTOMER SERVICE WITH EXPERIAN'S APPLICATION PROCESSING SOLUTION

Yoigo, the fourth largest mobile operator in Spain, is to implement the FEBO solution from Experian Decision Analytics, part of Experian®, to manage the company's application processing operations and enhance its customer service.

FEBO is a decision support tool that enables organisations to deploy different risk strategies and policies. An outsourced, web-based solution to process applications online, FEBO will enable Yoigo to quickly assess the risk level of applicants and provide its customers with an immediate decision.

This solution, along with Experian Decision Analytics' credit risk monitoring and consultancy services, will allow Yoigo to optimise the application process, reduce risk, minimise bad debt and underwriting costs, and increase acceptance rate. By implementing an accurate risk management policy, Yoigo can have greater confidence that it has the right balance between its exposure to risk and meeting its business objectives.

Juan Martín Aresti, Customer Relations Director at Yoigo, commented: "Experian Decision Analytics is a proven provider of decisioning technology internationally and the leader in the Spanish telecommunications market. Its solutions and services meet all our requirements for flexibility and ability to integrate into our system; they are user-friendly and provide Yoigo with the ability to deliver risk-based, customer-focused decisions quickly."

Jesús García, Business Development Manager of Experian Decision Analytics Iberia, said: "Partnering with Yoigo is a great challenge due to its strong presence in the Spanish market place following its recent launch. We are sure that our flexible software and its easy implementation, along with our extensive expertise, will enable Yoigo to deliver a higher level of customer service while also taking an appropriate approach to risk."

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About Experian Decision Analytics

Experian Decision Analytics' enterprise-wide solutions combine data intelligence, predictive analytics, decision-enabling technologies, strategy optimisation and consulting services to enrich client data and allow organisations to maximise profitability and performance from their customer relationships. Its fraud and identity solutions enable clients to prevent fraud at all stages of the customer lifecycle – from authentication and application fraud through to transactional and open account fraud.

Experian Decision Analytics works closely with clients in more than 60 countries across diverse industries, including financial services, telecommunications, retail, leasing, automotive, insurance, government agencies and utilities, enabling them to make billions of customer-focused decisions annually.

With over 20 years experience in fraud and identity solutions, the company has clients worldwide and collaborates with organisations, associations and trade bodies to further develop data sharing schemes and support new fraud prevention initiatives.

As part of the global Experian Group, Experian Decision Analytics has more than 30 years experience of managing bureau data, adding intelligence to that data and delivering analytical solutions. It maintains connectivity with more than 70 credit bureaus around the world and, with offices worldwide, is uniquely qualified to support local, national, regional and global businesses.

For more information, visit the company's website on www.experian-da.com.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 13,500 people in 36 countries worldwide, supporting clients in more than 60 countries. Annual sales are \$3.5 billion (£1.8 billion/€2.7 billion).

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