

Empowering Financial Institutions and Communities Through Inclusive Banking Solutions:

Explore how the potential of rich alternative data and next-generation AI technologies empower companies to penetrate untapped markets and reach underserved populations, providing essential financial products and services crucial for prosperity.

THE CHALLENGE

In today's financial landscape, millions of individuals with limited credit history face barriers when attempting to access essential financial services. Traditional credit scoring models often overlook these individuals, resulting in a lack of access to loans, credit cards, and other financial products. This exclusion perpetuates social inequality and hinders personal and economic growth for those affected. Furthermore, existing banking infrastructure often concentrates in urban areas, leaving rural and underserved communities with limited access to banking services. This lack of access further exacerbates the challenges faced by individuals seeking to establish their financial stability and access credit.

THE SOLUTION

The 1datapipe Financial Inclusion Score redefines inclusive lending by empowering financial institutions to unlock opportunities for individuals with limited credit bureau visibility. Covering 98% of the adult population, it leverages advanced AI to analyze hundreds of customer attributes, providing precise insights into Identity Resolution, Fraud Mitigation, Income Stability, and Affordability. This powerful score transforms untapped markets with actionable intelligence, enabling institutions to extend credit responsibly while mitigating risk. Seamlessly delivered via a unified API for rapid deployment, it drives scalability and fosters financial equity. With 1datapipe, no trustworthy individual is left behind—bridging the gap to build stronger communities and a more inclusive financial ecosystem.

PRODUCT OVERVIEW

Expanded Access to Credit

Feature: Utilizes advanced machine learning to analyze non-traditional data sources, generating bespoke credit scores for each customer.

Benefit: Enhances financial inclusion by accurately assessing the creditworthiness of unbanked individuals, expanding access to financial services and fostering broader economic participation.

Reduced Default Risk

Feature: Enhanced risk assessment capabilities reduce the risk of default by up to 15%, safeguarding financial institutions' assets and promoting responsible lending practices.

Benefit: Minimizes financial losses associated with defaulting loans, ensuring a healthier lending portfolio and sustainable growth.

Business Expansion

Feature: Anticipates revenue increases of up to 20% as banks tap into new customer segments and emerging markets.

Benefit: Fuels sustainable growth and profitability by penetrating untapped markets and broadening the customer base.

Enhanced Customer Experience

Feature: Tailors financial products and services to individual customer needs, fostering heightened satisfaction and long-term loyalty.

Benefit: Improves customer experience and strengthens relationships, ultimately driving business growth and profitability.

CASE STUDY 1

Transforming Financial Inclusion with LATAM's Largest Bank

Innovation at the Forefront:

In a bold move to redefine financial inclusion, LATAM's largest bank by market share has integrated the Financial Inclusion Score into its operations. This pioneering tool, powered by alternative data and state-of-the-art AI technology, has revolutionized the bank's approach to serving credit-thin populations.

Unprecedented Insights and Expansion:

Leveraging the Financial Inclusion Score, the bank has gained unparalleled insights into the creditworthiness of underbanked individuals. This advancement has not only mitigated risks but also unveiled new opportunities for expansion into previously underserved market segments. The result? A remarkable surge in financial inclusion and a demonstration of the bank's commitment to fostering economic empowerment across diverse communities in Brazil.

Key Achievements:

- Revolutionized credit assessment for underbanked populations
- Mitigated risks and unlocked new market opportunities
- Achieved a notable increase in financial inclusion

CASE STUDY 2

Driving Retail Success with 1datapipe's Financial Inclusion Score

Addressing False Positives:

One of Brazil's largest retail companies faced a significant challenge with high rates of false positive declines. By integrating 1datapipe's Financial Inclusion Score into their credit risk assessment process, the retailer has successfully tackled this issue.

Nuanced Customer Insights:

This innovative score provided the retailer with nuanced insights into the financial behavior of their customers. The result was a dual achievement: a reduction in bad rates and an increase in acceptance rates, which translated into a substantial boost in new customers who were previously denied credit.

Industry Benchmark:

The integration of the Financial Inclusion Score has not only enhanced customer satisfaction and loyalty but has also set a new benchmark for the industry. The retailer has effectively balanced risk management with inclusive customer service, showcasing a model for success.

Key Achievements:

- Dramatically reduced false positive declines
- Improved customer acceptance and satisfaction rates
- Set a new industry standard for balancing risk and inclusivity

**Transform your growth strategy and drive financial inclusion.
Talk to our experts and discover our full suite of AI-powered solutions
that optimize customer intelligence.**

START YOUR POV TODAY