



# E-NEWSLETTER



# CRC INTRODUCES NEW PRODUCTS

As a credit bureau, experience overtime has shown that Credit Information Reports are of varying comprehensiveness and relative convenience to our clients in terms of information provided, volume of these reports and their usage.

Hence, CRC hereby introduces

**01 CRC Compact Credit Information Report (CRC Compact), and**

**02 The CRC Prospecta.**

**CRC Compact Credit Information Report (CRC Compact)**

The CRC Compact is strategically placed between the CRC Basic and CRC Classic Credit Information Reports and aimed at providing concise information needed as part of our clients' credit approval process.

**Features of the "CRC Compact" include;**

- 01 Demographic information about the customer
- 02 All reported addresses and identifications provided
- 03 Number of checks on loan enquiries conducted by other organizations in the last twelve (12) months
- 04 An aggregation of loans by an entity;
  - a. Number of loans and
  - b. Sum of all amounts per loan type
- 05 An aggregation of non-performing loans per loan type
- 06 An aggregation of institutions owed by the customer, with balances owed each institution

**Benefits of this product are;**

- 01 Additional information is provided, as compared to the CRC Basic

- 02 Enhanced information on customers for quick decision making
- 03 Reduction in volume and thus cost of printing
- 04 Swift turnaround time for loan restructuring, as the credit information is aggregated

**CRC Prospecta**

Demographic information as well as contact details are needed by organizations who wish to target specific individuals and businesses for their product and service. What is further relevant is the ability to dimension this information along the lines of capacity and appetite to incur credit.

CRC Prospecta provides you with the names, addresses, telephone numbers, and email contacts of such target customers in our repository.

To be able to provide this service, CRC Credit Bureau Limited should be provided with the criteria with which to dimension the demographic information required by your institution. The information is then provided for targeted direct marketing.

This service is available only to member institutions of CRC. This preserves the relative exclusivity and competitive advantage of such information.

**Product features**

- 01 Spreadsheet-based customer listing of prospects meeting the qualifying criteria\*
- 02 Address location information for all qualifying customers
- 03 Telephone and mobile phone contact information, where available
- 04 E-mail address and website address information, where available

**Benefits of the CRC Prospecta**

- 01 Improves the quality of your prospects thereby enjoying a better conversion rate and return on investment
- 02 Reduction in marketing cost as this enables the direct marketing of potential customers based on specified search criteria
- 03 Enhances introduction of value-added products for more profitability
- 04 Increase in business volumes based on direct interaction with potential customers
- 05 Defined market strategy based on guaranteed potential customer reach rather than bulk dissemination of information.
- 06 Quick decision making on marketing of credit related products based on customers demographic information
- 07 Rapid identification of customer needs and business awareness
- 08 Swift turnaround time for credit processing.
- 09 Improved account management.

\*The credit bureau can advise on the criteria to use for the content generation, based on marketing intentions expressed by the subscriber.