Onboard the right customers, swiftly and safely

- Identify risky customers
- Promote responsible lending, contributing to a nationwide initiative to clean up the mobile lending industry

TransUnion has introduced its innovative, world-first mobile lending solution to the Kenyan market.

The TransUnion Mobile Loan Scorecard enables businesses to:

- Meet your customers on their preferred mobile platform.
- Make smarter, less risky and more responsible acquisition decisions when engaging with customers on mobile devices.
- Mobile devices are the future of customer engagement in Kenya.
- If early adopters take advantage of this opportunity, they can set themselves apart from competitors and strengthen consumer relationships.

Although the number of Kenyans who access financial services on mobile phones is more than double those who have bank accounts, and 99% of internet users go online from their mobiles, lenders are not meeting their prospects and existing customers on this preferred platform—and not without reason.

Until recently, businesses simply didn’t have access to the tools they needed to transact securely and efficiently on mobile platforms. This left them with no choice but to stick to what they knew and trusted, which was a huge frustration to their customers…but that’s all about to change.

Key benefits

- Reduce lending risk without affecting customer experience, contributing to improved customer retention
- Confidently extend mobile loans to a larger audience and significantly improve your bottom line
- Enable consistent, automated loan-granting decisions aligned with your internal credit policies
- Meet customers on their platform of choice without exposing your business to increased lending risk

Mobile loan scores are available with TransUnion’s mobile products on our web service and in batch.
Value of mobile money transactions in Q4 of 2016: 1,151,244,363,710

38.9M mobile subscriptions in Kenya

Mobile penetration rate of 88.2%

16,376,950 credit active consumers in the bureau database, of which 30% have borrowed at least once on mobile

277,000,000 registered mobile money accounts in Sub-Saharan Africa, more than the rest of the world combined

5,000,000 Kenyan consumers have at least one mobile loan

What’s next

Customer responds to mobile loan advert by credit lender/provider

Customer submits minimal information, i.e. ID, name and surname

TransUnion processes information aligned with lender’s internal credit policies

TransUnion processes information aligned with lender’s internal credit policies

TransUnion delivers a proposed outcome—Approve, Decline or Refer—to the lender and the customer

Lender processes application and sends credit decision to customer

Enquire today

For more information on this product, email us at ke_corporate@transunion.com