

Know more. Sell more.®





## Overview


SimplyQualify is a customer-initiated capability that determines credit-worthiness, without impacting credit score, before the customer makes the decision to apply.

Once the customer provides their full name, address, and last four digits of their Social Security Number, we work behind the scenes to determine if the customer is eligible for your credit program, and if so, what their credit limit would be. We then instantly deliver that prequalified offer. SimplyQualify works across multiple channels including mobile, web and on location.

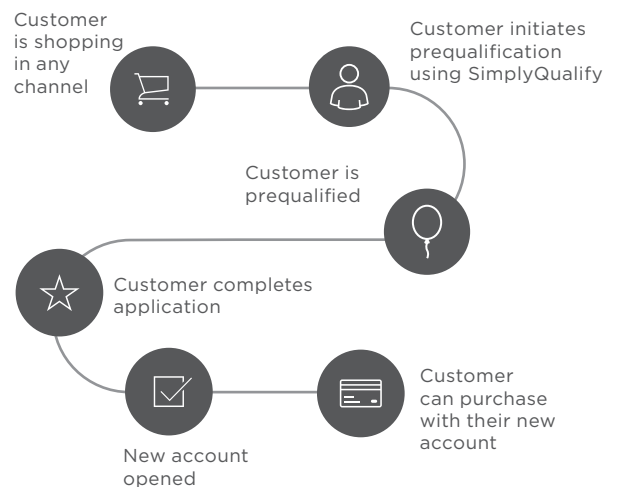
## Benefits

 **New accounts/acquisition** - This customer-initiated technology allows customers who may be curious about your credit program to see if they will be approved, without a hard hit to their credit.

 **Ease of deployment** - Quicker speed to market for our brand partners, with implementation options based on our brand partners' needs.

 **Broader reach** - Allows consideration of applicants who are under 21 and/or included on the Pre-screen Opt Out global list (15-25% of consumers).

## Customer experience



## Brand commitment

By department:

 Operations    IT    Marketing