Commercial Risk and Marketing Solutions for the Telecommunications Industry

It’s Who You Know as well as What You Know

As a credit or business manager in the telecommunications industry, you know full well that what you don’t know can hurt you – and your bottom line. This axiom is especially true when it comes to customer identification and bad debt avoidance.

It’s a fact: the telecommunications industry suffers from one of the highest churn rates of all industries and provider losses due to fraud are on the rise. While fraud and churn are lower for commercial subscribers, you still encounter plenty of shadow companies and fly-by-night operations that you have to check out. You’re in a hyper-competitive market and in a race to acquire new subscribers, but the wrong ones simply increase churn and cost you money down the road.

To properly evaluate potential commercial customers you need the right information, at the right price, right away. Unfortunately, many information providers are selling “one size fits all” solutions that are a mismatch for what you need. Worse, the data they are reporting is simply wrong or “dirty.”

Business Information Optimized for Telecom Providers

Why waste time sorting through mounds of non-integrated information sources, and why overspend for expensive, extraneous data? At Equifax, we’ve been working with telecommunications companies for decades. Recently, we optimized our business identity, validation and credit risk information to provide you with a range of options. Now, you can have business information solutions specifically designed for your industry. These data services will help you better verify, identify and specify the right customers for growing your telecommunications business.

New Account Decision-making Now Smarter and Easier

Leveraging unique data and industry-specific solutions from Equifax, you quickly gain the core knowledge necessary to distinguish a legitimate business from a bogus one and a risky bet from a potential profit gold mine. When you have the right information delivered to you at the right time, you can:

- Improve response times to service applicants
- Assess accurate deposits to protect yourself from non-payment losses
- Reduce churn associated with the acquisition of fraudulent companies
- Identify cross-sell and up-sell opportunities through better customer insight

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Equifax Provides a Range of Offerings for Solving Your Customer Identity/Credit Application Challenges

We not only understand your business needs, but have the market knowledge and experience to deliver solutions specifically designed for the telecommunications industry. From customer identification and fraud mitigation to credit risk assessment, we offer valuable decision-making tools to help you make the right choices.

For example, you have the option of our Power Pack™ report. Because it simply contains the key information you need to validate a business, it is a more cost-effective solution for your customer identification needs. And Power Pack includes the option to add detailed delinquency and failure risk scores.

Plus, you can build upon or supplement this unique ID verification solution with a wide selection of other tools that provide additional insight about the business. Identify the likelihood of fraud with Business Fraud Advisor™, or access exclusive member-reported information about unpaid commercial accounts via the National Telecommunications Data Exchange (NTDE) exchange. Individually or collectively, these resources can help minimize future losses. In fact, our extensive data can even be used in your upfront marketing and prospecting efforts.

Equifax Tools for the Telecommunications Industry

Customer Identification

• **Power Pack™ for Telco**: Report includes business ID information, public records, firmographics and alternative information on business names, addresses and phone numbers. This is a cost-effective solution for companies that need to simply verify that a business is legitimate. Optional delinquency and failure risk scores are available.

Fraud Mitigation

• **Business Fraud Advisor™**: Verifies application data while simultaneously identifying applications and businesses with the highest likelihood of fraud. Use in upfront review processes to determine which applications require manual review.

Credit Risk Assessment

• **Business Identity Report Plus™**: Provides the same ID and public record information as Power Pack, but also includes credit summary information.

• **Business Credit Industry Report™**: Provides all of the same ID and public record information as the other reports, but also includes detailed trade line information on how the business is paying on its obligations.

• **Business Failure Risk Score™**: Helps predict if a company is likely to fail due to formal or informal bankruptcy within the next 12 months.

• **National Telecommunications Data Exchange**: Enables member organizations to submit new commercial service applications for matching against unpaid commercial account information reported by other members.

• **Custom Analytics**: With decades of experience and expertise, our Commercial Analytical Services team can design custom scores and solutions specific to your portfolio of accounts.

Sales and Marketing

• **Business Marketing Lists**: Pre-qualified marketing lists that may be appended with credit scores to weed out higher risk businesses before marketing to them.

• **Customer Data Management**: Data cleansing, standardization and enrichment services provide increased visibility into your customer relationships so you can maximize sales and marketing opportunities.

Contact Us Today

Equifax offers accurate, intelligence and cost-effective tools that telecommunications companies need to help reduce fraud and uncollectibles. To learn more, contact your Equifax account representative, call **1-888-201-6879** or visit us at [www.equifax.com/commercial](http://www.equifax.com/commercial).