

# Secure small business customers faster with EXL



## Improve customer targeting and returns

Small businesses are ripe targets for utility and financial institutions, but finding the right ones can be challenging. Improve customer targeting and returns with EXL.

## 5 Ways EXL equips you for successful small business applications

- › List Sourcing to identify best data sources from third-party vendors and for indentifying small businesses in existing consumer portfolios.
- › List Processing to clense and standarize data and develop linklogistics with consumer and commercial bureaus.
- › Campaign Design and Execution to build response and profitability models for customer targeting; and to design campaign learning labs for offers, channels and messages.
- › Application Processing to capture and pre-screen applications; underwriting, pricing and credit line descisioning.
- › Campaign Performance to build databases to store contact and response data; to build campaign MIS with slice/dice capability for insight generation; and to analyze campaign performance and refine models.



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## EXL Gets Results, Faster

350%

increase in valid leads for  
OBTM resulting in ~\$125MM  
in incremental spend

50%

increase in overall  
enrollment through  
response and approval  
model improvements

25%

reduction in acquisition  
cost by re-engineering  
prospect list purchase  
process

Built

campaign performance  
dashboard to track more  
than 500 campaigns on  
an annual basis

6MM

created in business hierarchies  
from 13 MM unique businesses  
by establishing linkages  
between the businesses

## About EXL

EXL (NASDAQ: EXLS) is a leading business process solutions company that helps companies drive business impact and adapt faster to the changing global marketplace. EXL provides operations management, embedded analytics and technology platforms to organizations in the banking and financial services, healthcare, insurance, utilities, transportation and logistics, and travel industries. With approximately 23,000 people around the world, we work with our clients as strategic partners to execute operations, identify opportunities to gain a competitive edge, and create new channels for growth and savings. Headquartered in New York and operational since 1999, EXL is present in the U.S., U.K., Singapore, Romania, the Philippines, India, Germany, Czech Republic and Bulgaria.

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