



Bridging the Knowledge Gap: CRIF's consumer-centric approach between challenges and opportunities

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CRIF at glance

- CRIF started in Italy as a Private Credit reference agency and now is present in 40 countries. In some countries we operate directly as Credit Bureau or we manage credit information systems on behalf of other institutions.
- Wherever we have a well-established presence as a Credit reference agency, we took action to switch consumers' perception and gain a specific positioning towards consumers.



Shifting the paradigm

The Challenge

In 2005 – due to a new regulation coming into force in Italy – we became more visible to different stakeholders that are not necessarily our customers.

- **What did we discover?**

A partial and somehow a wrong perception of CRIF by consumers.

- **What did we realise?**

We needed to adopt a different interaction to be more informative, transparent and empathic.



How to change consumers' perception?

We wanted to go from:

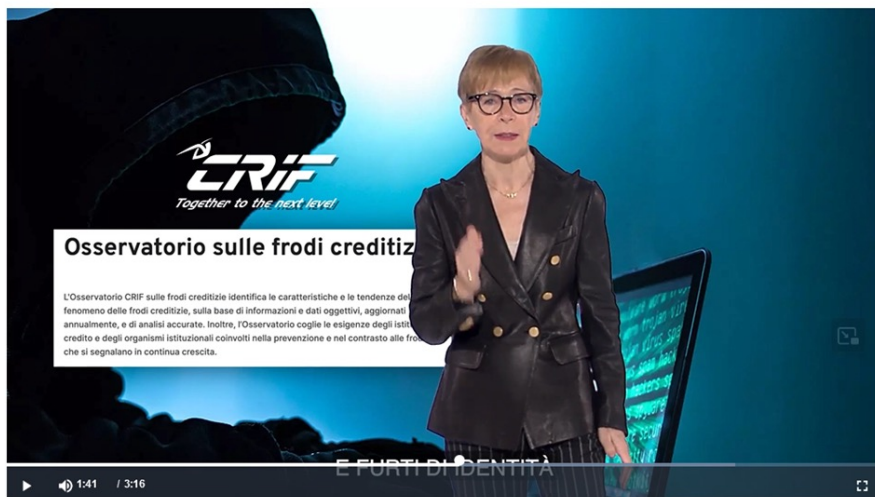
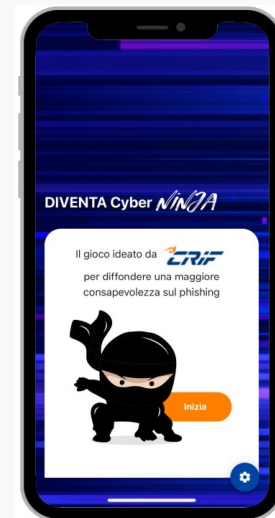
"The Credit Bureau is a blacklist helping banks to refuse credit"

To

«The Credit Bureau is an objective reference system, aiming at widening and democratising access to credit»

Strategy and approach

- Understand what the information gap was through market research
- Adopt an educational and empathic approach through different communication channels
- Expansion of direct interaction channels with CRIF (telephone, chat, whatsapp)
- Carry out educational initiatives in collaboration with consumers' associations



Studies and Research

CRIF knowledge on market trends designed to inform consumers on relevant topics

Periodically we produce and publish the results of each of our studies and observatories, conveyed through press releases and infographics that are used to create articles and interviews in local and national magazines and newspapers, radio and TV.

Use of credit by Italian consumers

CRIF Credit Map

Identity theft & credit fraud

CRIF Fraud Observatory

Analysis of cyber activities

CRIF Cyber Observatory

The screenshot displays the CRIF website's 'Gli studi Mister Credit' section. At the top, there is a navigation bar with the CRIF logo and menu items: CHI SIAMO, SERVIZI, SERVIZI, NEWSROOM, SERVIZI, METODI E STRUMENTI, SERVIZI, and SERVIZI. Below the navigation bar is a hero image of a couple looking at a laptop with the word 'Focus' overlaid. The main heading is 'Gli studi Mister Credit'. Below this, a paragraph states: 'Mister Credit realizza periodicamente studi e osservatori che rappresentano un punto di riferimento per conoscenza e evoluzione delle frodi creditizie e del credito alle famiglie.' The page features three main study cards:

- Osservatorio Frodi primo semestre 2023**: Frodi e frodi in Italia: oltre 17.300 casi per un danno stimato superiore agli 83 milioni di euro. Includes a link to 'Scarica l'osservatorio'.
- Mapa del credito - Primo semestre 2023**: Lo strumento interattivo con i principali indicatori sull'utilizzo del credito esteso da parte dei consumatori italiani. Includes a link to 'Scarica l'osservatorio'.
- Osservatorio Cyber CRIF primo semestre 2023**: RECORD DI DATI PERSONALI IN CIRCOLAZIONE SUL DARK WEB. Includes a link to 'Scarica l'osservatorio'.

How do consumers see us?

Where we started...

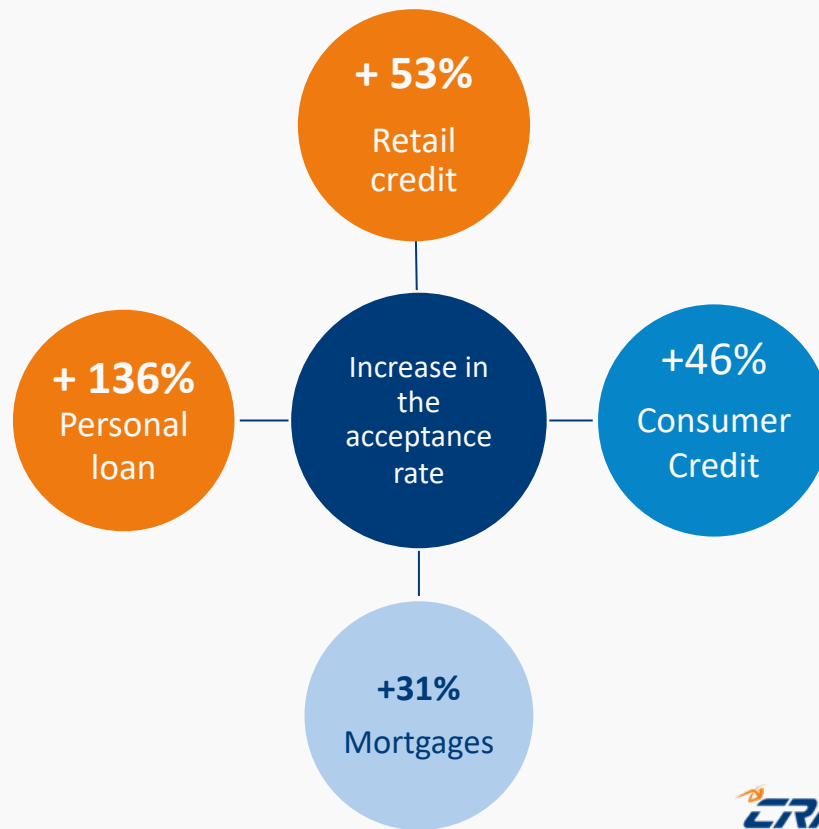
- Our 2006 Market research showed that Italians had **little knowledge of credit information and databases** and only a **small share of people knew CRIF (6%)**

Where we are

- Our 2023 research shows that **awareness of Credit Information Systems is high** and up further from a similar survey in 2016 (**from 84% to 85%**)
- Those with a searchable credit history in CRIF's Credit Bureau benefit from an intangible guarantee that **increases chances of obtaining a loan or mortgage**
- 74%** of Italians think it is **fair for lenders to assess the reliability of applicants getting information on credit history**
- 30%** knows CRIF

CRIF-Nomisma Research on the impact of Credit Information System

Having a Credit History is an Intangible Guarantee



The launch of CRIF consumers' services line

A woman with dark hair, wearing a yellow ribbed sweater, is shown from the chest up, looking towards the right. She is interacting with a futuristic digital interface. The interface consists of various data visualization elements: line graphs, bar charts, and network diagrams. Some elements are semi-transparent and overlap each other. The background is a soft blue gradient with some bokeh light effects. The overall aesthetic is clean, modern, and tech-oriented.

An important further step to:

- Show how CRIF capabilities can be put at the service of consumers
- Intensify the communication and interactions with consumers
- Create new partnerships with our traditional customers

CRIF Consumer Services: our offering beyond Credit Bureau data

Crif Personal Solutions provide knowledge and support in daily choices in order to guarantee personal & financial data safety and financial awareness.



CRIF Consumer services: Creditworthiness assesment and monitoring

Customer's needs

- Does my creditworthiness allow me to take out a loan and what instalment amount would I be able to afford per month?
- How can I improve my creditworthiness and monitor it in order to apply for a loan?

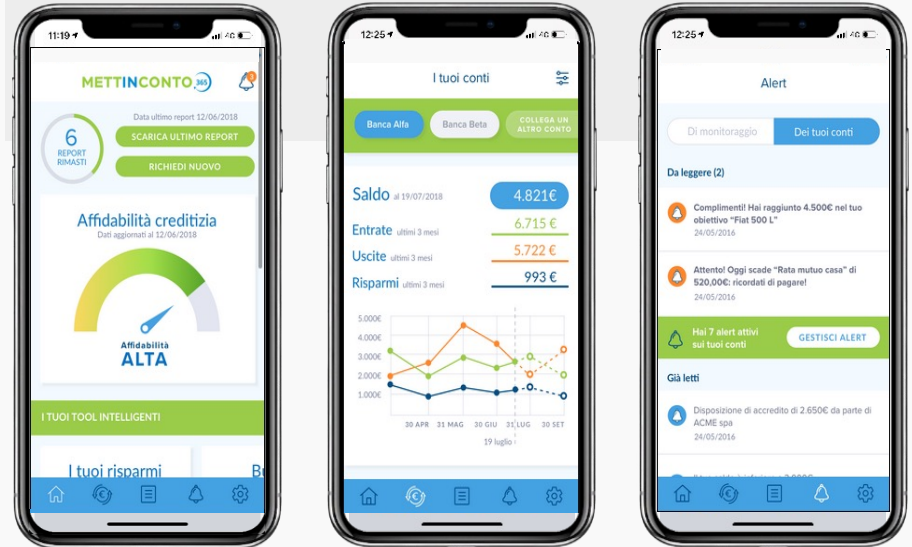
Target

- People that want to know their creditworthiness before applying for a loan
- People that have a credit application rejected

Services are available also for SME

How we promote

- Digital ADV campaigns
- Crif Website and dedicated website
- Inbound calls



CRIF Consumer services: Identity theft protection & detection

Customer's needs

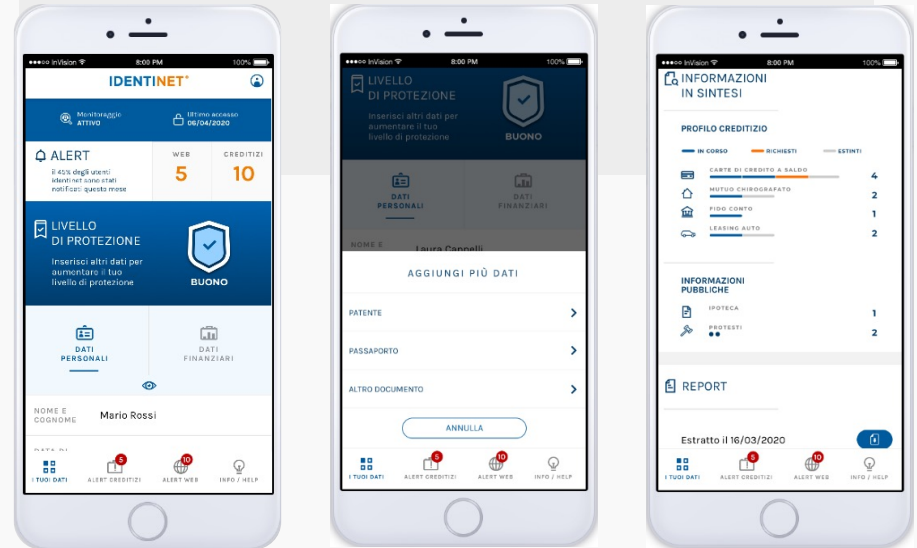
- Could anyone use my data to request and obtain credit after my name?
- If he/she does not refund it, how can I protect myself?
- I spend much time online and frequently use online services: how could I protect myself against the cyber risks of data theft?

Target

- People interested in protecting their personal data
- People concerned about online data security

How we promote

- Through partners, bundling with financial services



CRIF Consumer services: solvency certification for house renting

Customer's needs

- If I had to rent a place, how can I prove my reliability to a landlord?
- What would be an affordable lease?

Target

- People interested in renting a house
- People that want to demonstrate their reliability before renting a house

How we promote

- Digital ADV campaigns
- Crif Website and dedicated website
- Partnership

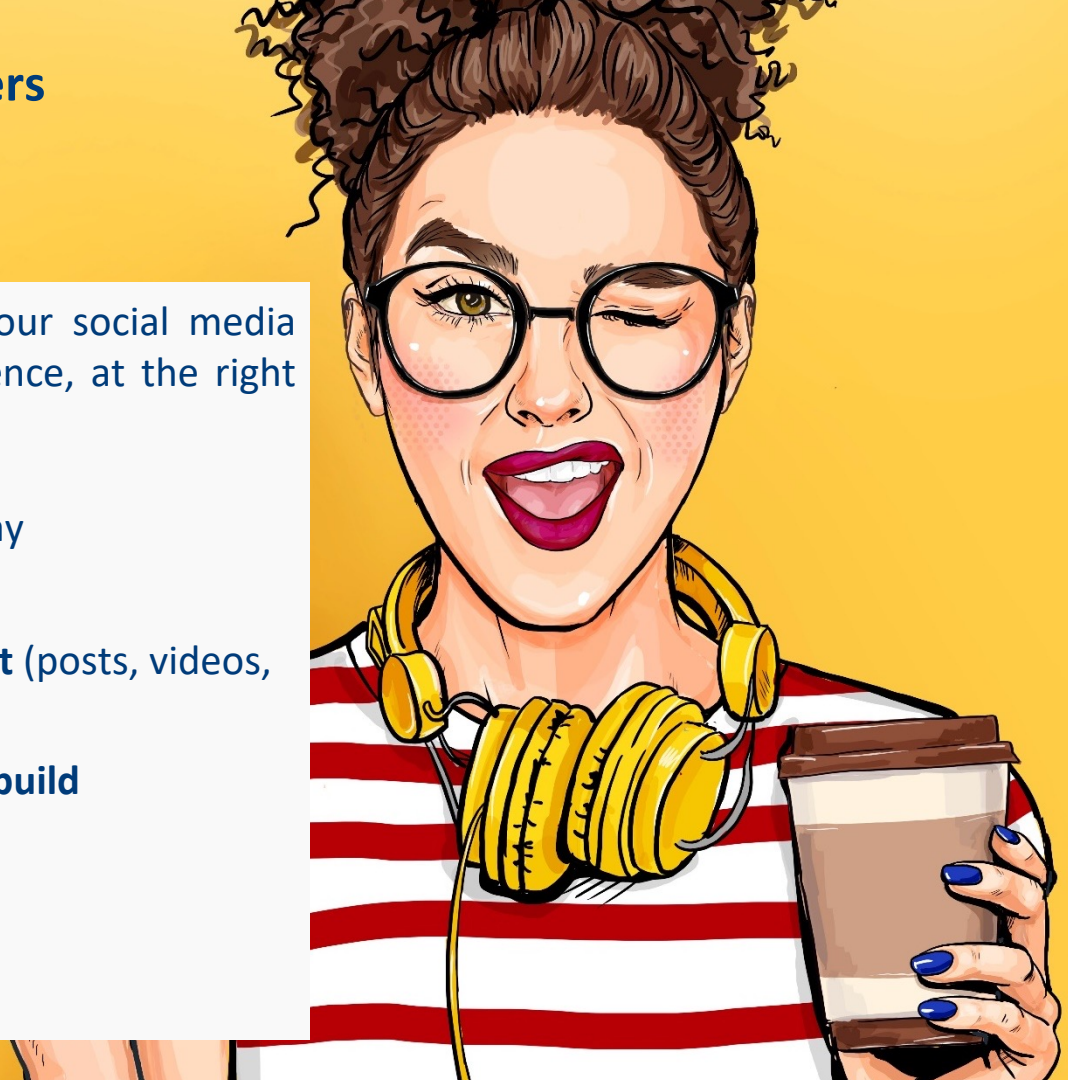


Beyond services: reaching consumers

We invest on Digital Advertising and on our social media presence in order to reach the right audience, at the right time, with the right message.

On social media we can:

- Communicate in a **fast and engaging** way
- Reach a **young and active** audience
- Delve into the topics with **richer content** (posts, videos, live streaming)
- Interact directly with the audience and **build relationships**



A strategic starting point

Through the experience gained in Italy we have developed a **scalable and exportable business model** according to a **methodological approach** that adapts the services and the approach to the **needs and culture of the local context**.

What's next?

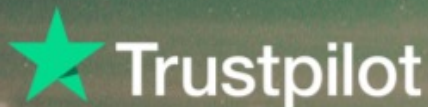
The future **EUDI wallet** could represent an extraordinary opportunity to make the contents of our services usable in **everyday life**.

We are working on use cases and technology to be ready for this!



CRIF is rated Excellent

Based on 205 reviews





Thank you!