



DRIVE SUPER STRAIGHTFORWARD CUSTOMER JOURNEYS

WITH REAL-TIME CREDIT
RISK DECISIONING



WE SHARE YOUR VISION LET'S MAKE IT REAL

Virgin Money's strategy is not just to be the best bank—it's to make banking better. But to achieve real change, you'll need to disrupt the status quo.

The merger between Virgin Money, Clydesdale Bank, Yorkshire Bank and B brings together greater resources and reach under one of the UK's most recognised brands. This unlocks real opportunities to grow the bank's positions in mortgages, personal and business banking.

However, there are also challenges to solve. To realise its vision, Virgin Money must turn banking into a super straightforward experience for customers and employees alike. This will only be possible if the bank can eliminate operational silos and create a single platform for across both its legacy Virgin and CYBG estates.

Today, customers are encountering "split brain" scenarios. If they apply for multiple credit products, each of those applications may be handled by a different part of the bank, with different rules and processes for credit risk assessments. This can lead to inconsistent decisions and a disjointed customer experience—leaving the customer with the impression that they are still dealing with multiple banks, not one.

Enabling super straightforward customer journeys will require enhanced data integration between systems and processes across the bank, and smarter analytics to help teams make better lending decisions, faster.

For example, only 20% of customers today get a decision on their mortgage application within 24 hours. If you can boost that rate, you'll be in a much stronger position to outperform the competition and truly make banking better for your customers.

That's where we come in. SAS has a strong track-record of helping banks leverage data to lend more efficiently and profitably to a more varied range of customers. We can help you connect the dots between business units and reap the rewards of consistent, real-time credit risk decisioning.

What we offer

SAS can help you break down silos by unifying your data and maturing your analytics capabilities.

- » Stay in tune with your customers and meet their changing needs by detecting, analysing, and acting on digital signals in real time.
- » Increase agility across your technology landscape and augment your decision-making with additional data sources and new analytics techniques.

With our support,
we believe you
can realise

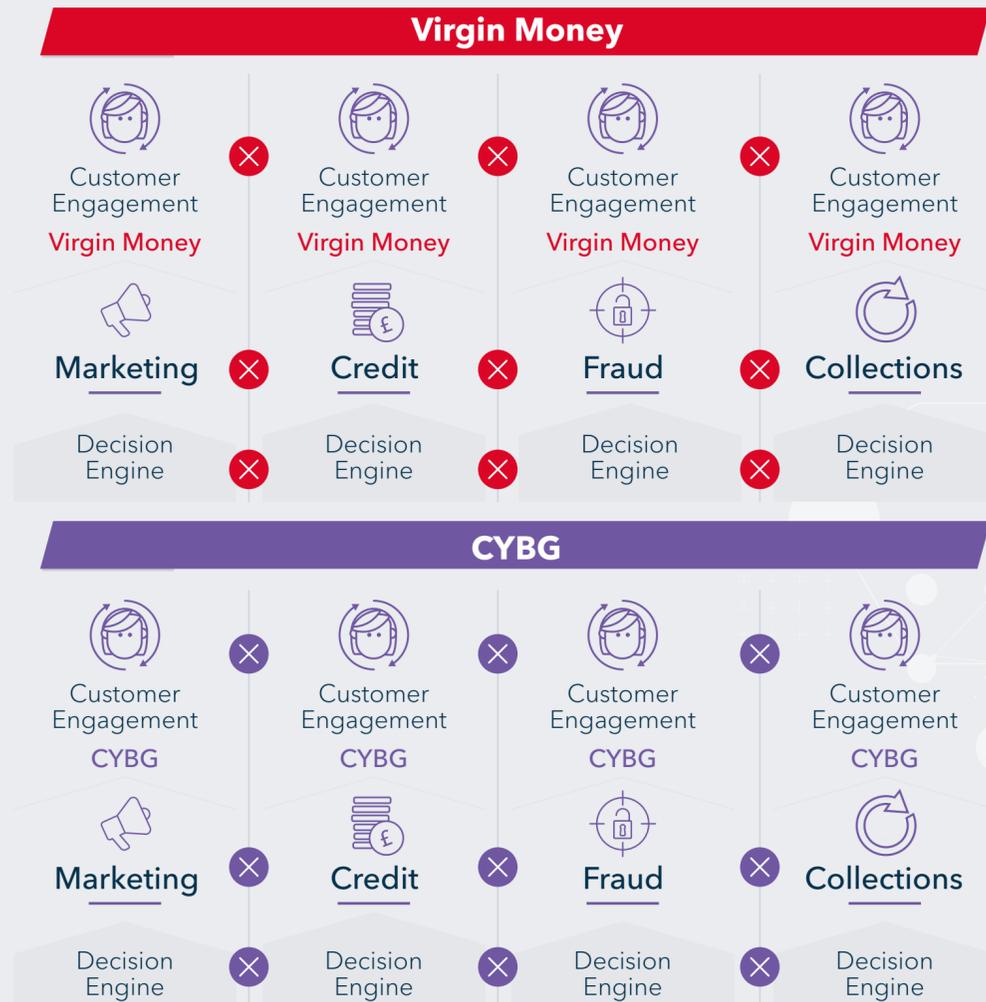
£57m
in annual benefits.



WE HAVE A VISION FOR THE FUTURE OF VIRGIN MONEY

Operating in a siloed environment, it's difficult to get the data you need to make the right decisions for your customers or collaborate effectively with colleagues across the bank. Fragmented systems and processes create unnecessary friction for customer journeys and reduce straight-through processing rates, impacting the customer experience.

TODAY



The tough questions AI decisioning can help you answer:

MARKETING

How can we ensure that our customers receive the optimal mix of communications and offers at the right time, every time?

RISK

How can we implement optimised risk/reward decisioning to deliver the best possible outcomes both for our customers and for our business?

PRODUCT LINES

How can we get our new products to market faster, while fine-tuning upsell and retention strategies in flight?

CUSTOMERS

How can we ensure our customers trust us to use their data in a responsible way to make decisions and treat them fairly and transparently?

COLLECTIONS

How can we minimise bad debt and mitigate risk while preserving customer relationships and protecting vulnerable customers?

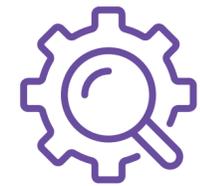
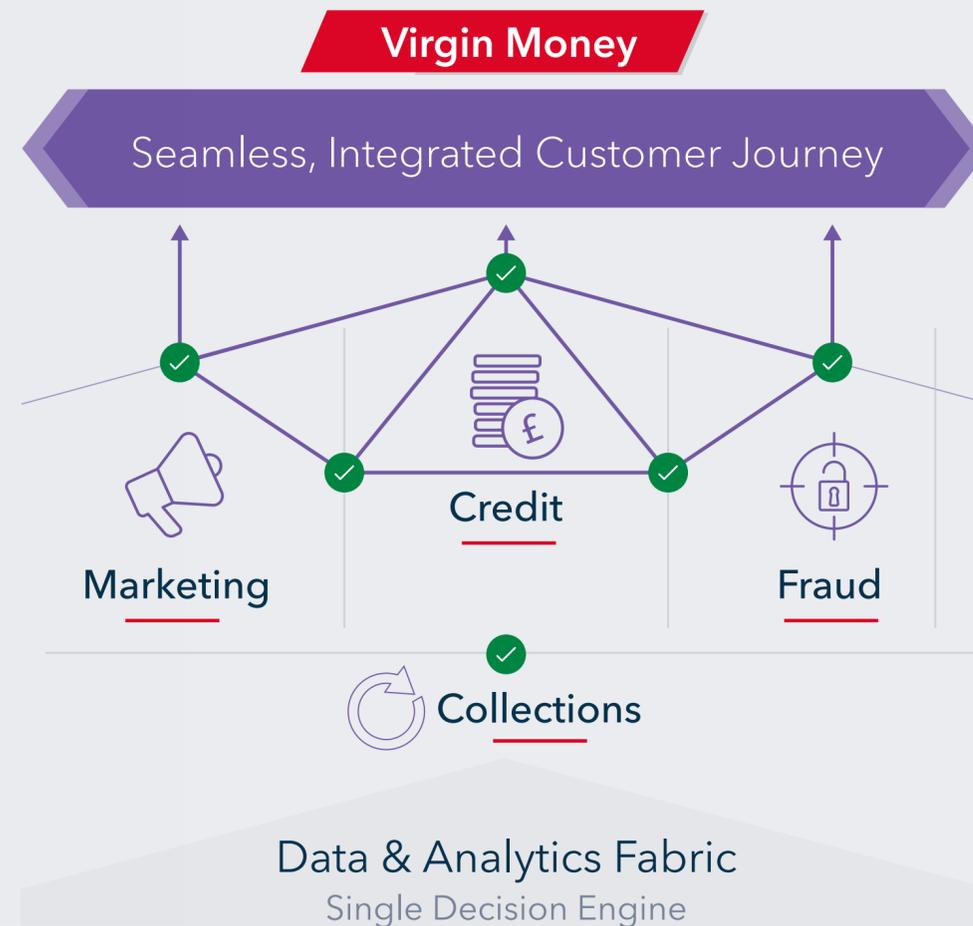


SUPER STRAIGHTFORWARD CUSTOMER LENDING JOURNEYS AT VIRGIN MONEY

Customer journeys at Virgin Money need real-time, transparent decisioning across all departments to make the best credit risk decisions for customers every time.

SAS provides the capability for Virgin Money to automate analysis and decision-making across silos to improve the speed, efficiency, and accuracy of credit risk processes. This ultimately helps the bank to increase straight-through processing and build deeper relationships and first-class, end-to-end experiences.

FUTURE: Simplification of your decisioning landscape



Get a clearer view of profitability and risk impacts, and make better use of your assets and liquidity.



Evolve how you sell and who you target to retain your most valuable customers.

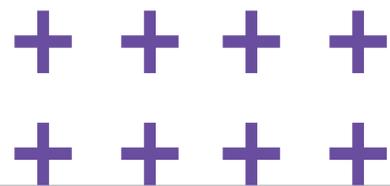


Enrich the customer experience with real-time, proactive, personalised interactions.

MEETING THE CHALLENGE OF MAKING BANKING BETTER

Increase lending by up to **2.5%** to realise **£33.9m**

- » **Improve targeting** to lend more profitably and efficiently to a wider range of customers.
- » **Increase the relevancy** of offers and customer communications alike.
- » **Make intelligent, real-time decisions** on customer credit applications.
- » **Reduce time-to-cash** by automating processes and increasing straight-through processing.



Increase collections by **10%** to save **£12.6m**

- » **Harness behavioural data** to identify and support potentially vulnerable customers.
- » **Analyse contact strategies** to improve segmentation and optimise call centre resources.
- » **Personalise messaging** to help collections teams find sustainable solutions for customers.

Reduce credit losses by **5%** to save **£6.5m**

- » **Use machine learning and AI** to make risk models more accurate and predictive.
- » **Minimise defaults** by assessing credit risk in line with your risk appetite.
- » **Create more compelling offers for customers** by combining analytics techniques.
- » **Identify early indicators of risk** with automated credit profile analysis.

Increase FTE optimisation by **20%** to save **£4m**

- » **Cut costs** by automating time-consuming, manual credit decisioning tasks.
- » **Empower teams** to focus on the highest-value opportunities.
- » **Boost employee satisfaction** by reassigning staff to more creative, value-add roles.



WE HAVE HISTORY WITH 90% OF THE TOP 100 BANKS

We're deeply embedded across the global banking industry. You'll find us leading and innovating in open banking, AI, machine learning, deep learning, and the cloud.

And in just six months, we helped:



HSBC deploy the market's first deep learning solution to analyse every global transaction in real time, reducing costs while increasing productivity.

A global US Bank collect an extra \$1bn across its collections business for all lines by automating marketing activities for debt collections and recovery.



Commerzbank move from offline to real-time analytics and launch an omnichannel customer service for 16 million customers, lifting revenues by 10%.

A global UK Bank deploy decisioning at scale to deliver \$250m of benefit and reduce time to cash from weeks to minutes.

Next Steps

Your dedicated SAS team can explain the benefits of our solutions in more detail, discuss the work we've done with others, and be your liaison with our global team of decisioning experts.



Michael Isaac
*Virgin Money SAS Client Manager**
michael.isaac@sas.com
+44 7900 738 822



Louise Potts
Customer Advisory
louise.potts@sas.com
+44 7918 737999

We'll call in the next few days to discuss how we can help. In the meantime, if you have any questions, Michael and Louise will be glad to assist.

