Providing Data Driven Insight, Analytical Solutions and Automation to Support Businesses Through the Entire Customer Credit Lifecycle

QARAR

Analytics | Software | Advisory

ABOUT QARAR

Qarar is the region's leading Decision Analytics company specialized in offering consulting, decision analytics and software technology to deliver tailor-made customer management and process automation solutions.

Headquartered in Dubai, serving customers across the Middle East and North Africa, Qarar helps its clients solve business challenges and achieve sustainable business outcomes. We achieve this across the customer lifecycle by employing the right mix of predictive analytics, market experience based advisory and decision technologies.

Our experienced team of Business Consultants, Data Scientists and Software Engineers will provide you with the best guidance and optimal decisioning technologies, enabling your organization to leverage your data to capture latent revenue opportunity. In effect, we will set you on course to become an organization where decisions are driven by data and actions are optimized for the greatest return using predictive analytics.

REASONS TO CHOOSE QARAR

✓ *Middle East Expertise & Regional Track Record*   ✓ *International Know-How*   ✓ *Localised Decision Technology*   ✓ *Agile & Responsive*

ANALYTICS	SOFTWARE	ADVISORY	CREDIT BUREAU DATA-DRIVEN SOLUTIONS
• Bespoke Data Analysis	• AppSmart	• HealthChecks	• Portfolio Analysis Using Bureau Data
• Scorecard Development	• DecisionSmart	• Risk Mentor Services	• Benchmarking and Reporting Services
• Scorecard Validation and Monitoring	• BureauSmart	• Training and eLearning	• Bureau Score Analysis
	• CollectSmart		

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ANALYTICS

Qarar helps organisations to embed data-driven analytics into its operations to enhance its understanding of portfolio performance and the drivers and levers that are contributing to this performance.

Qarar's team of data scientists are dedicated to enhancing our clients' risk, operational, business and compliance performance. Using the latest modelling techniques and tools, Qarar brings together a powerful combination of unrivalled regional and global modelling expertise and domain knowledge that deliver sophisticated data-driven strategies. Our data scientists and consultants are skilled in descriptive, prescriptive and predictive analytics. Unlike most of our competitors, our knowledge isn't just theoretical, but includes real world experience.

1. BESPOKE DATA ANALYSIS

The bespoke Qarar analytics offering literally covers almost every component and function of retail banking and consumer lending. We bring together a powerful combination of credit-related data and intellectual capital and consulting services using the latest modelling tools and techniques to turn internal or external data into meaningful and intuitive insights.

BENEFITS

✓ Analysing and modelling client data to derive and unearth segments

✓ Development of fully loaded profitability models

✓ Optimisation of portfolio management strategies

✓ Improved decision making

✓ Increased market share growth

✓ Unique insight and unlocking of data across a multitude of decision and marketing areas

✓ Development of collections and recoveries-based segmentations

✓ Transactional Fraud rules to optimise false and positive rates

✓ The creation of historic and what-if? portfolio performance dashboards

2. SCORECARD DEVELOPMENT

Qarar is able to develop models that predict prospective or existing customer performance or behaviour across the full credit lifecycle, from targeting to acquiring, managing and collections. Our analytical experts use advanced statistical methodologies and technologies to develop best in class predictive models that enable our clients to obtain an improved view of future customer and portfolio performance.

BENEFITS

- ✓ Using scorecards in the pre-screening of marketing lists to improve cost per account acquired

- ✓ Automated decisioning of credit applications to improve consistency and efficiency of decisions

- ✓ High-level control by removing subjective decisions and parameterising strategies

- ✓ Increased revenue through right-time decisions

- ✓ Using scorecards in proactive management of credit lines and authorisations

- ✓ Reduced losses through risk management, scoring for collections, etc.

- ✓ Using scorecards to set the relevant recovery treatment strategies

3. SCORECARD VALIDATION AND MONITORING

The development and implementation of a scorecard or model are only the starting point in any analytics programme. Monitoring is pivotal to ensure that the predictive objective of the model continues to work as expected, and in the case of credit risk scorecards, they continue to effectively discriminate between good and bad applications and accounts.

BENEFITS

- ✓ Frequency tailored to customer requirements

- ✓ Confidence that the scorecards are working and discriminating effectively

- ✓ Enable better management control in changing risk and market conditions

- ✓ Align decision-making policy to changes in the clients' strategy

- ✓ Scores continually benchmarked and monitored against market competitors

- ✓ Programme of continual improvement and monitoring to improve the accuracy and reliability of scores

- ✓ Front-End Monitoring consists of the account base, including both current and delinquent accounts

- ✓ Back-End Monitoring consists of the score and the subsequent performance of the accounts

- ✓ Back-End monitoring facilitates the review of the cut-off strategies that are in place

- ✓ Comprehensive monitoring documentation outlining the recommendations regarding the possible next steps for scorecard re-alignment, characteristic changes, or potential re-development

ANALYTICS

SOFTWARE

SmartSuite Credit Risk Management software improves profitability by streamlining processes, increasing efficiency and automating data-driven decision making along the credit lifecycle. Qarar provides a range of proprietary "SMART" software tools for each phase of the customer credit lifecycle, from customer origination through to customer management, collections and recoveries.

appsmart

AppSmart, from Qarar offers an industry best practice software platform that can be easily customised for your specific business needs to manage the processes required to establish a new customer account. It provides a workflow framework, with the ability to incorporate multiple scorecards and the ability to easily integrate with your existing core software systems.

✓ **Competitive Advantage:** Consistent real-time decisioning for new customer applications and ease of new product introductions

✓ **Revenue Enhancement:** Identifies up-sell and cross-sell opportunities

✓ **Operational Efficiency:** Implemented on-site or available as a hosted application with minimal impact on resources

✓ **Automated Decisioning:** Enhanced decisioning aligned with business objectives

✓ **Improved Experience:** Fast and transparent experience consistently and cost effectively leading to increased process volumes for lenders

decisionsmart

DecisionSmart, from Qarar is a market leading strategic credit decisioning software solution, providing real-time decision outputs. Integrated with clients' workflow screens, the platform can be deployed in-house or through a hosted processing service with a minimum configuration, ensuring limited operational disruption for the lending organisations. It is a standalone application decisioning software solution which receives internal data and analyses external credit bureau data to render a quantitative client controlled evaluation.

✓ **Competitive Advantage:** Enterprise-wide decisioning across the credit risk lifecycle

✓ **Revenue Enhancement:** Reduce costs by re-deployment of key resources on strategic challenges

✓ **Improved Profit:** Identifies up-sell and cross-sell opportunities thereby increasing customer loyalty

✓ **Operational Efficiency:** Enables automation of manual process by providing a full strength multi-user environment

✓ **Automated Decisioning:** Delivers user functionality to create, amend and deploy policy rules either individually or grouped together into decision categories for easy maintenance

collectsmart

CollectSmart, from Qarar is a market-tested flexible, fully configurable modular, enterprise-wide collection solution. The core components cover credit risk management and operational environment. It incorporates industry best practice, applies collections policies and actions in an automated and structured process. The business user is in full control via an intuitive interface where strategies are set and managed. It enables flexible segmentation of customers and customer groups for appropriate and differentiated actions. Through CollectSmart, lenders can ensure they are effectively managing the levers that best control revenues, costs and losses and ensure a fast return on investment.

✓ **Improved Profit:** Effective automation and implementation of strategies

✓ **Better Cash Flow:** Prioritise customers, achieve earlier collections and recovery followed by increased customer rehabilitation

✓ **Cost Reduction:** Effective staff deployment through improved automation to better manage delinquent customers

✓ **Enhanced Customer Service:** Know your customers better by applying the most appropriate strategies through the right channels

bureausmart

BureauSmart, from Qarar is a market leading software system, designed to enable you to extract the most value from the credit bureau and third party data. It facilitates the online real-time acquisition of data as well as best practice interface to acquire bulk data as part of a batch service. The BureauSmart license includes an initial configuration to your requirements, with two days onsite deployment and testing by Qarar consultants. Support and on-going knowledge transfer are also provided as part of a support and maintenance agreement.

✓ **Competitive Advantage:** Timely and cost effective ways to manage and extract more value from your data

✓ **Market Differentiation:** Ability to test new products and customer segments on stored or managed data

✓ **Market Responsiveness:** Innovative and responsive to market demands with ease of operational access and retrieval

✓ **Sophisticated Interface:** Allows access to one or more credit bureaus

SOFTWARE

✎ ADVISORY

Qarar helps its clients to proactively embrace a data-driven culture, predict prospective and existing customer behaviour, and improve decision accuracy. We provide a new perspective on how a data-led approach can be utilised to deliver, protect and grow sustainable business performance. Our consultants have access to best-in-class resources, unparalleled local market insights, and research and expertise in the management of retail banking and consumer lending portfolios from local, regional and global markets.

Our in-depth independent advisory addresses all areas which are pivotal in delivering an efficient portfolio management and credit risk environment, which ultimately delivers best-in-class credit performance.

1. HEALTHCHECKS

The detailed business risk orientated HealthCheck exercise examines all aspects of the credit lifecycle from the point of origination to collections and recoveries. Tailored to the client, the output can be a series of qualified recommendations or a road map both detailing the overall business and financial risk impact.

BENEFITS

- ✓ Reduction in losses or increase in return on assets through recommended risk strategy and policy improvements

- ✓ Reduction in operational expense generated through the fine tuning and evolution of processes and policies from origination through to recoveries

- ✓ Identifying requirements for a programme of automated decisioning and workflow

- ✓ Tailored workflow across the credit lifecycle that optimises the present resource capability

- ✓ Reviews the usage of data across the credit cycle processes

- ✓ Compares the current operations and strategies through the credit cycle against best practice within the market

- ✓ Reviews management information and KPI's adopted across each of the bank's functions

ADVISORY

2. RISKMENTOR SERVICES

Our RiskMentor service provides the client access to analytical and advisory expertise and support with the emphasis being on flexibility and modularity, such that the client is able to call upon industry risk experts across a range of disciplines. This unique product ensures that clients can leverage best practice knowledge based on their specific needs, as well as proactively maintain market advantage by being able to quickly implement risk and portfolio management improvements.

BENEFITS

✓ Resources are applied from all fields of Qarar expertise, including consulting, analytics and software

✓ Outsourced arrangement provides client with reduced costs versus hiring full time resources internally

✓ Ability to call upon functional experts for a specific need guarantees improved performance versus a generalist

✓ Flexibility to use retained hours anywhere within the clients' operations, enabling a focus on specific pain-points and maximising ROI

✓ Consulting, credit policy rules review, credit limit assignment, best practice data-driven strategies

✓ Analytics, i.e. propensity, credit risk, revenue, profitability, churn, fraud and collections

ADVISORY

3. TRAINING AND LEARNING

Qarar offers a significant programme of training courses designed to provide risk management and consumer lending professionals with a deep insight into analytical, portfolio management and credit risk concepts and practices. The courses have been designed to cover the complete credit risk cycle at a range of levels from beginner to advanced.

BENEFITS

✓ An effective platform to improve the performance of banking professionals

✓ Help align HR with individual employee levels of engagement and objectives

✓ Improved portfolio performance through the up-skilling and analytical risk and operational staff

✓ Optimise the impact of training budgets

✓ Develop a culture of continuous improvement through regular competitions

CREDIT BUREAU DATA-DRIVEN SOLUTIONS

Qarar is the regional leader in providing data-driven credit bureau services that utilise the full potential of credit bureau data, including portfolio management, integration of credit bureau scores and proactive action through alerts and triggers. The use of credit bureau data in the development and execution of credit risk and customer management strategies across the customer lifecycle are becoming more widespread and important in times of macroeconomic pressure, when having a holistic view of a customer's circumstances is crucial in taking timely and appropriate actions.

BENEFITS

- ✓ Meet demanding customer acquisition targets
- ✓ Identify and recruit profitable/revolving customers
- ✓ Increase customer engagement within your organisation
- ✓ Maintain balance transfer penetration
- ✓ Lower per account acquisition and marketing costs
- ✓ Reduce time to market
- ✓ Benchmarking and reporting services

1. PORTFOLIO ANALYSIS USING BUREAU DATA

Using credit bureau and other third party data, Qarar is able to apply segmentation and modelling techniques to enable our clients to gain a more holistic and enhanced customer view. This approach, adopted as part of a programme of continuous improvement, can be applied to customers on a regular batch basis for a range of strategies, including Thing product offers, limit management, collections and recoveries.

Portfolio Analysis for Cross-Sell

We leverage data to help you target the right customer with the right product at the right price and terms to learn more about the customer risk profile, debt capacity and requirements. Our micro-segmentation model is applied to your existing consumer portfolios, helping you identify customers with a propensity to take up new products and to utilise them profitably. Our analysis will identify which particular product offers to extend to specific customers.

Portfolio Analysis for Account management and Retention

We help you significantly enhance your credit limit management strategies across your entire customer portfolio whilst maintaining the risk that you take within defined appetite levels. Amongst other things, data can be used to increase limits profitably, constrain potential losses through targeted limit reductions, or identify which clients are at risk of attrition through the monitoring of external activity levels.

Portfolio Analysis for Collections and Recoveries

Prioritising your collections efforts can have a significant positive effect on your bottom line. It can also increase the return on investment on collection resources and tools, whilst retaining the customers you really want to retain. We use bureau data that outlines a customer's overall performance and risk profile with credit instruments across the industry, and combine this with internal data and advanced modelling and segmentation techniques to develop highly predictive and efficient collections and recovery strategies.

2. BENCHMARKING AND REPORTING SERVICES

Qarar's access to large volumes of industry and market data has enabled us to develop a number of regular banking and finance industry reports. Utilising available market insight data with or without bureau data, these benchmarking services help credit providers gain unique insights on portfolio performance and how they compare to their competitors across a range of lifecycle performance metrics.

BENEFITS

✓ Ability to accurately determine market share, industry benchmarks across a very broad range of performance metrics, peer rankings and growth opportunities

✓ Used for marketing, credit risk, due diligence and strategy

✓ A granular analysis for transactional credit products in the market

✓ Time-series of performance versus peer group/competitors

3. BUREAU SCORE ANALYSIS

The bureau score is a highly predictive empirical scoring model designed to evaluate consumer credit risk based on a consumer credit bureau file. The bureau score intelligently interprets the different types of available data and uses a comprehensive range of predictive measures to provide an objective and consistent risk assessment, thereby delivering a statistical measure of the probability that a consumer will meet their payment obligations. Qarar helps clients to understand how the scores could benefit their organisation by undertaking a credit bureau performance analysis.

BENEFITS

✓ Higher acceptance rates and lower delinquency rates

✓ Enhanced decision-making process and profitability

✓ Improved portfolio management performance through better qualification

✓ A greater level of automation in interpreting credit data

✓ Better control of the risk/reward trade off by enabling risk-based pricing

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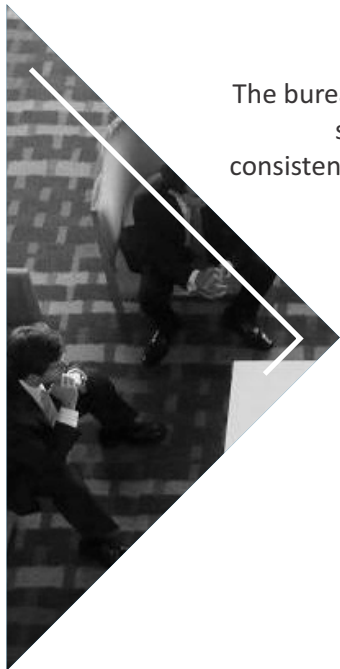
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GEOGRAPHICAL PRESENCE

- ✓ UAE
- ✓ Saudi Arabia
- ✓ Bahrain
- ✓ Qatar
- ✓ Kuwait
- ✓ Jordan
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