

Experian Pandora

Unlock greater insight into your customers

Your organization wants to provide an excellent customer experience. In fact, financial institutions today say that customer experience is quickly becoming their largest point of differentiation. It makes sense, then, that finance companies are looking to their customer data to gain deeper insight into their lives, including their habits, preferences, and motivations. Successfully leveraging this data, however, requires a deliberate coordination between internal and external data sources.

Integrating and harmonizing customer data is critical to your ability to analyze that information for decision-making. That's why you need a tool that empowers your business users with access to the information they need, when and how they need it. Experian Pandora is a powerful data management solution, built specifically for business users. Its drag-and-drop, rule-building functionality means that there's no need to write a single line of code, giving your business users the power to analyze and transform data in a matter of minutes. This means faster, better insight for your business. And, with its ability to profile full database volumes using more than two hundred metadata attributes, Experian Pandora gives you an instant view into your organization's data.

Key capabilities of Experian Pandora



Seamless integration

Integrate your customer data from across a variety of sources into a centralized platform for analysis



Instant insight

Profile your data using more than two hundred built-in attributes, plus create custom rules designed to meet your organization's needs



Informed analytics

Empower the people who know your data the best to generate reports and run analyses, rather than relying on SQL experts



Continuous monitoring

Maintain the integrity of your customer data over time and get alerted automatically when data quality falls below a certain threshold

Your data, in harmony

The volume and variety of customer data that organizations manage today can be both an opportunity and a challenge. Often, it can feel overwhelming. Financial institutions manage not only account and transactional information for their customers, but many of them also supplement their data with third-party information.

While organizations have gotten a lot better at storing vast amounts of data, the processes for accessing that information when making business decisions are complex and often require technical expertise. And even when information can be summoned from the depths of a data lake, business users will spend the next several weeks cleaning up the data before it can be used.

That's where Experian Pandora comes in. With automatic data profiling and the ability to run full-volume analyses, getting insight into your business's data is easier and faster than before. Connect previously siloed databases with just a few clicks, and begin using Experian Pandora for a comprehensive view of your customers. Plus, with all of your data in one place, you can identify and correct errors, remove duplicates, and standardize formats. With Experian Pandora, it's your data—harmonized.

What does better customer insight mean?

Discovering your most profitable customers, implementing effective incentive programs, or increasing customer loyalty and advocacy? You're right on all counts.

With greater insight into your customer information, you'll have more opportunities to connect with them in meaningful ways. By integrating previously siloed customer databases, you can understand which products or services your customers use in order to identify cross-sell opportunities. Likewise, you can also determine which customers are your most profitable, and use enrichment data to paint a better picture of what those people look like in order to inform targeted marketing and advertising spend. With Experian Pandora, a better view into your customer information is just a few clicks away.

Are you ready to unlock greater insight into your customers? Speak with a member of our team about Experian Pandora today.

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