

In many situations – such as purchasing credit information from the three main bureaus – there are only a handful of suppliers with whom to do business. Despite these conditions, Opera achieved ~15% savings for one client through rate negotiation and demand management.

BACKGROUND

- Client was purchasing data from all three credit bureaus
- Despite extensive negotiations with the bureaus, client had achieved only minimal savings to date

ACTION

- Used Opera's data analytics to generate multiple credit data usage scenarios that would not impact marketing activities or increase risk (e.g., buy 40:40:20 instead of 33:33:33 from the bureaus)
- Approached bureaus with multiple scenarios on hand, and used the possibility of shifting business to one of the other bureaus to obtain more rate flexibility

IMPACT

Rate Reductions:

- Drove rates down by creating the potential for competition

Demand Management:

- Rationalized purchasing frequencies

RESULTS: CREDIT BUREAU COST SAVINGS

PERCENT

