



# Retention Triggers

## Keep your best customers from running to your competition



### Retention Triggers

Do you want to minimize attrition? Save on acquisition costs? Build stronger relationship with your Customers? SettlementOne can help. Keeping your profitable customers is much cheaper than finding new ones. Retention Triggers™ lets you grow customer loyalty by giving your customers what they need, when they need it. You'll receive daily alerts when your customers shop for a new mortgage or home equity so you can make an immediate retention offer.

**Settlementone has partnered with Experian to help you retain your customers. Track your customers with fast, reliable and up to date information on a daily basis.**

With Retention Triggers, you can respond to your customers' changing credit needs before it's too late. Every day, you'll receive a delivery of new trade, inquiry and public record information so you can offer your current customers additional services precisely when they exhibit specific credit needs.

With such fresh intelligence, you can take the most appropriate action by offering additional credit, a better interest rate or other incentives.



### How it works:

1. Send an initial file with all of your customers to monitor
2. Log into a mailbox to receive your daily trigger file
3. Send an updated file each month with additions and deletions

We can also append the FICO score when a trigger is generated.

Take quick action with your customer before your competitors do!

**Ask us how to get started today.**

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