

CREDIT OPTICS CREDIT SCORE

Traditional credit scores predict the likelihood that a consumer will repay debt by reviewing their credit history to see how willing they've been to repay in the past, and examining how much of their available credit is being used to estimate their ability to repay in the future.

Credit risk scores also assess how needy a consumer is by counting how many times they've applied for credit and the types of credit they've applied for — i.e., mortgages, auto loans, and credit cards.

ID Analytics' Credit Optics product helps fill out traditional measurements by using the company's ID Network, which it says is the single largest U.S. repository of information on a consumer's financial identity. Through the aggregation of credit applications, financial transactions, and utility payments, Credit Optics measures how consistently a consumer uses their name, Social Security number, phone number, address, and date of birth.

It answers questions such as: How often has this consumer sought credit requiring regular payments? When requesting these services, have they used the same address, phone number, and Social Security number? What types of services have they been applying for, and have they applied for these services at the same address or at different locations?

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