



Financial

myFICO is the consumer division of FICO, the company that created the FICO credit score that lenders use. myFICO offers informative credit products and independent advice from knowledgeable and passionate volunteers, that help people achieve and protect their overall financial health.

Read the full FICO story at lithium.com/fico-success



By year three
**forum
members
spend**

41%
more
on FICO products

850K
customers
served

10%
improvement in
call deflections
annually

It's certainly risky to have people talking about you, and we are conservative by nature, but we figured that all companies with forums live with similar concerns. We are careful to monitor the forum, and we have been pleasantly surprised by the level of education and sophistication of the contributions. People understand that this is not a forum to advertise products or services, or be negative. Much of that can be attributed to the quality of the site, the organization of the information, and the cleanliness of the layout.

-Barry Paperno, Manager, Customer Service at FICO