

ALIGNING SALES, CREDIT AND COLLECTIONS FOR MAXIMUM EFFICIENCY AND SPEED TO REVENUE

BUSINESSCONNECT™

Offers a Unified Customer Lifecycle Management Solution for Organizations



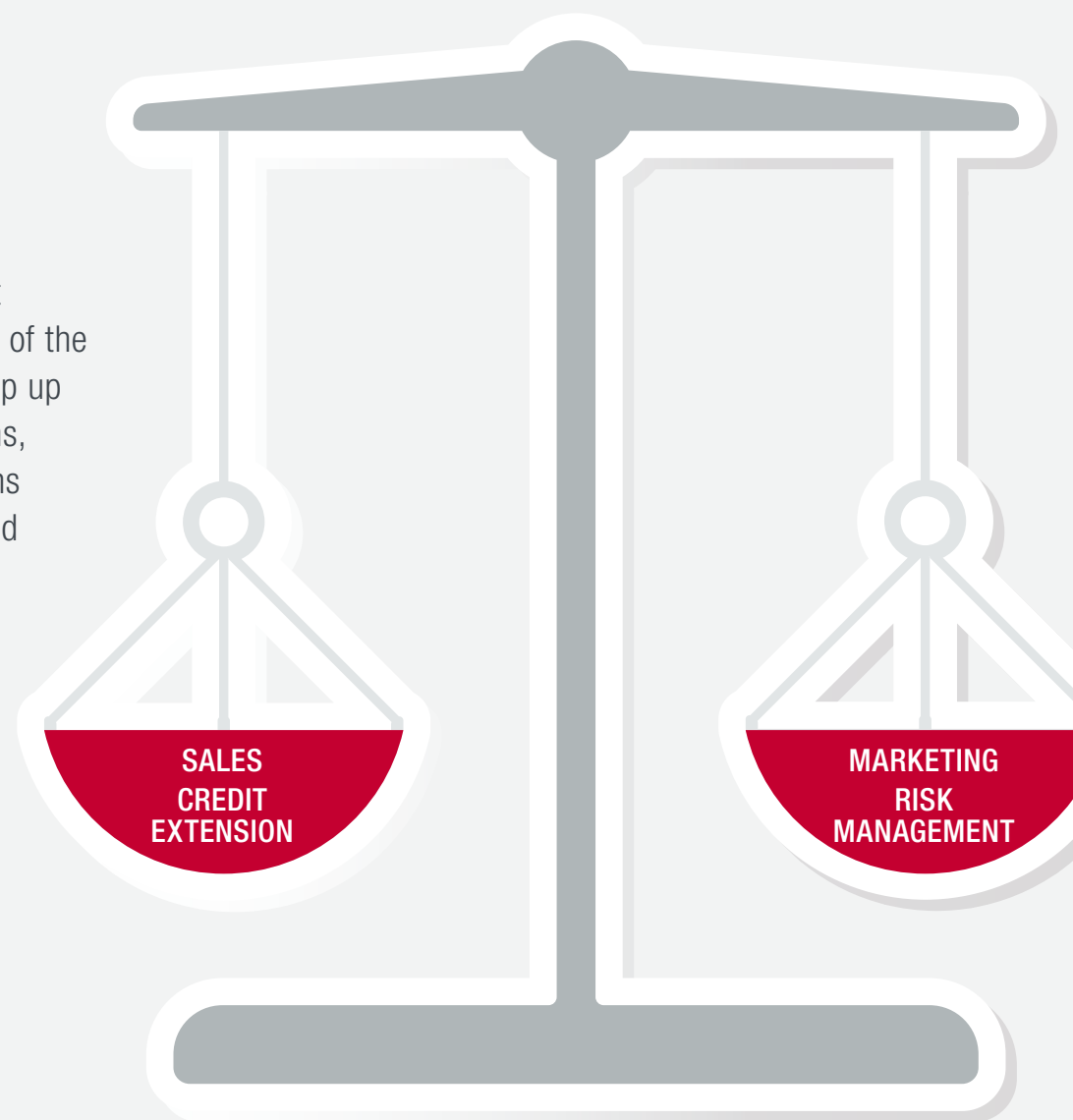
ALIGNING SALES, CREDIT, AND COLLECTIONS FOR MAXIMUM EFFICIENCY AND SPEED TO REVENUE

Everyone in your business is on the same team, but when separate departments have **different systems, processes, and motivations**, it doesn't always feel like it.

A salesperson waiting for a prospect's credit to be approved might experience unnecessary roadblocks to closing the deal. A member of the credit department scrambling to gather data for a decision can amp up tensions with both the prospect and internal teams. And Collections, Marketing, and Customer Service feel reverberations from decisions made throughout the organization. Without the ability to access and sort through data in a way that reflects how different departments interact, securing revenue and making your customers happy becomes much harder.

When departments that rely on each other aren't properly connected, the result can be inefficiency and disharmony.

The answer is a technology platform that every member of an organization can use to access the same data and interact accordingly.



BRING DATA AND DECISION-MAKERS TOGETHER IN A CENTRAL PLATFORM

Equifax BusinessConnect™ is a unified customer lifecycle management application that **reduces these divisions and helps multiply productivity and profitability.**

Instead of multiple scattered systems, all data and functionality is merged into one **cloud-based, mobile-enabled** application that was developed on the Force.com platform, but still integrates with other CRM systems. Forget the “swivel chair” approach — you’ll never again have to bounce between systems in order to do your job and serve your customer.



FLEXIBLE

Quick-change capability and full access to data at a moment's notice.



SIMPLE

No major implementation as with server-based systems.



FAST

Eliminates back-and-forth, reduces wait times for approvals, and cuts task time down.



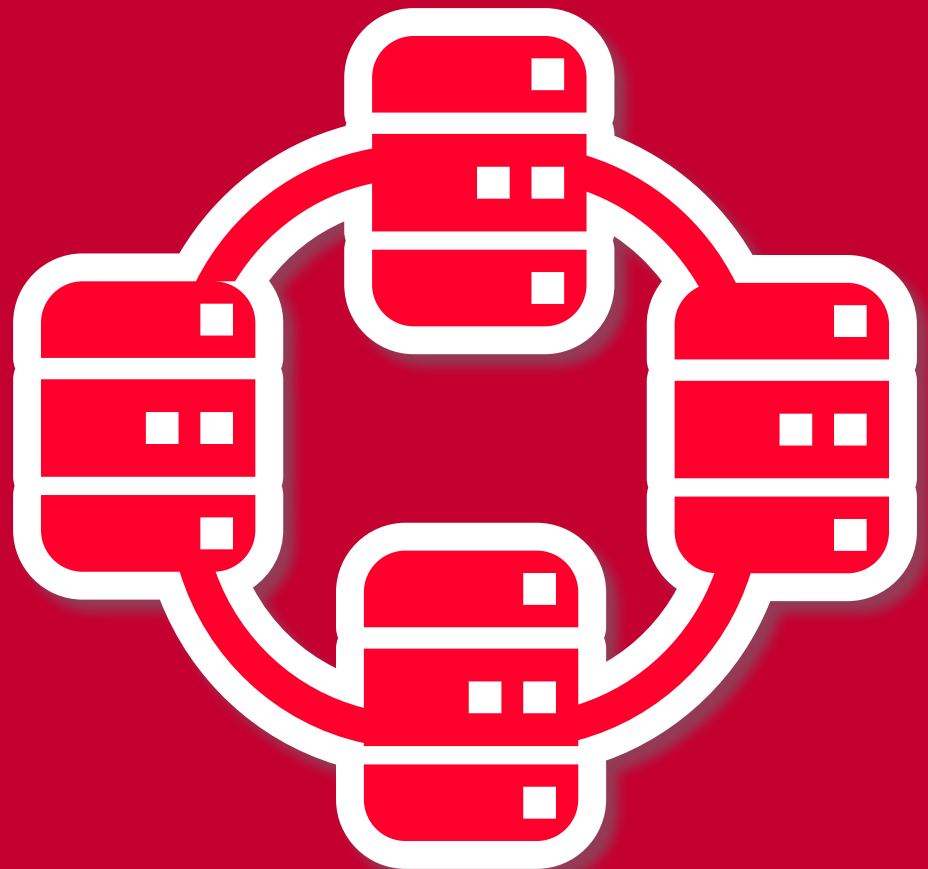
SMART

Key functions are automated, which means fewer mistakes and fewer wasted hours.

EFFICIENT COLLABORATION DELIVERS BOTTOM-LINE BENEFITS ACROSS THE ORGANIZATION

A centralized data repository and easy-to-use dashboards allow every department to address their own challenges and work together to solve problems that affect the organization as a whole.

Members of interrelated departments perform tasks within the same system while having access to the same customer data. The result is the ability to collaborate without getting in one another's way.



EFFICIENT COLLABORATION DELIVERS BOTTOM-LINE BENEFITS ACROSS THE ORGANIZATION



THE SALES DEPARTMENT

Challenges:

Delays can kill sales — people lose interest as more time passes between contact and close; traditional credit approval can take a long time; payment collection can cause **friction that reduces chances of renewal**.

Solution:

Automation **enables real-time credit decisioning**, which may translate into higher closing percentages; near-instantaneous **approval via mobile-enablement** helps deals happen regardless of geography; quick payment resolution facilitates **minimal service interruptions**; quickly understand a prospect's credit risk to **better align sales terms** and satisfy all parties.



THE CREDIT DEPARTMENT

Challenges:

Traditional credit analysis can be **time-consuming and labour-intensive**; Credit Department is **perceived as a cost centre** that is also an impediment to speed and time to revenue.

Solution:

Streamlined processing and centralization allows a Credit team to **do more work with the same number of people**; increased production frees up team members to **concentrate on high-value tasks**; Credit Department is **empowered to make confident risk management decisions** via individual and portfolio insights; mobile enablement facilitates on-location customer approvals.



THE COLLECTIONS DEPARTMENT

Challenges:

Collecting money from new and legacy customers is a vital, but **often under-appreciated function** of any thriving company; while the Collections Department supports a company's positive cash flow, their activities have the **potential to cause friction** not only with customers, but between departments.

Solution:

On-phone/on-site payment facilitation and collections **call prioritization** helps reconciliation happen without delays or headaches; configurable case management **resolves payment promises, disputes, and deductions** with ease.

A SOLUTION FOR MARKETING, CUSTOMER SERVICE AND THE C-SUITE, TOO

BUSINESSCONNECT PROVIDES BOTH HIGH-LEVEL AND PINPOINTED ACCESS TO COMPANY-WIDE DATA THAT HELPS AN ORGANIZATION'S EXECUTIVES, MARKETERS, AND CUSTOMER CARE PROFESSIONALS TO QUICKLY MAKE THE RIGHT STRATEGIC DECISIONS.

BusinessConnect Helps Key Personnel...



Gain visibility into existing customer relationships and financial status for more targeted, informed outreach.



View more robust customer relationship details to **facilitate faster service** issue resolution.



Inform strategic decision making and improve forecasting via enhanced reporting functionality.

GAIN STRATEGIC INSIGHTS FROM A FULL SUCCESS DASHBOARD

Users from every department access and operate BusinessConnect with an intuitive, easy-to-use dashboard, which includes:



Seamless integration
into Salesforce.com
(or your CRM of choice).



Configurable reports
that offer in-depth risk
and cash flow visibility.



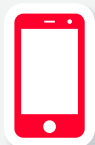
Insights into portfolio trends
designed to inform strategic
decision-making.

TAP INTO THE POWER OF COLLABORATION

Gone are the days where members of the same company have to compete for their challenges and goals to be given top priority within an organization. BusinessConnect places everyone exactly where they should be — on the same side of the table.

From the moment of first contact with a potential customer through the entire life of the relationship with the businesses you serve, reducing friction and tension invariably results in a more positive experience for everyone involved.

By automating key sales, credit and collections functions, and increasing visibility and simplicity, BusinessConnect transforms operations into something you'll look forward to every day.



For more information about BusinessConnect, visit [**consumer.equifax.ca/business/businessconnect**](http://consumer.equifax.ca/business/businessconnect).



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