EQUIFAX

BusinessConnect™

Powerful cloud technology enables business process improvement, cross-functional collaboration and improved customer engagement

Sales, Credit and Collection teams often rely on different platforms and resources for prospect and customer information. Unfortunately, this creates an inefficient, disjointed process with critical data gaps that can expose you to financial risk.

BusinessConnect is a revolutionary end-to-end solution that offers a seamless, comprehensive customer view to all teams by infusing the order-to-cash workflow with robust functionality for customer relationship management (CRM), credit and collections. All teams gain real-time access to prospect and customer information from a shared, integrated platform to help your organization reduce financial risk, boost overall operating efficiencies and deliver a higher level of customer service and support.

A streamlined process from start to finish

Unlike products that support singular tasks such as credit management, BusinessConnect helps you grow your business profitably across departments. By delivering full-scale functionality, BusinessConnect empowers you to align Marketing, Sales, Credit, and Collections under one unified, efficient process.

You can:

- Target accounts based on financial and firmographic segmentation
- Perform real-time fraud, compliance and credit checks
- Make real-time credit decisions at any sales stage via any channel, including mobile
- Employ real-time collaboration tools across departments
- Provide online credit applications with electronic signatures
- Receive email alerts based on customer data changes
- Create trend analysis reports for more insightful portfolio management
- Generate dynamic collection call lists based on account risk, aging, and profile

BusinessConnect™

Expanding CRM to include two key functions: credit and collections

CRM systems are intended to provide a 360- degree view of customers and prospects to improve overall customer relationship management; however, today there is a gap. BusinessConnect addresses this gap by integrating additional client-facing functions — credit and collections — to provide a seamless view throughout the customer life cycle.

Robust modules with exceptional depth, breadth and strength

With feature-rich modules that leverage advanced, automated technology and market-leading data to give you a more comprehensive view of customers, BusinessConnect can further strengthen your order-to-cash process without requiring additional resources.

Technical agility, security and reliability

As an application available on Force.com® — the leading cloud computing platform for business — BusinessConnect is exceptionally easy to implement, configure and use. All you need is an Internet connection and you can be up and running in days, not weeks or months. You can:

- Easily manage data using an ISO 27001- certified, secure computing platform
- Quickly realize your return on investment
- Reduce capital expenses associated with IT and data infrastructure
- Lower your operational costs and reallocate or reduce technical resources
- Simplify and better manage upgrades, which require less than 15 minutes

Expanding Customer Relationship Management

BusinessConnect™

Customer Relationship Management

Easily manage customer and vendor profiles, sales activities, notes and attachments with comprehensive features and controls

- Manage credit, collections and sales information on a single platform
- Perform real-time, third-party business verification to qualify accounts
- Organize accounts into corporate families
- Enjoy 100% compatibility with full Salesforce® CRM functionality as well as other enterprise systems

Credit Risk Management

Quickly onboard new customers to monitor your entire customer base for financial risks

- Real-time access to unique Equifax data as well as other credit reporting agencies
- Automate B2B and B2C credit decisions at the point-of-sale, including mobile devices
- Automate credit scoring rules, workflow, notifications, updates, account monitoring, and alerts
- Securely manage credit limits and required credit profile information

Collections Management

Analyze account risk and AR profiles to intelligently prioritize and distribute collections call activity to a workgroup environment

- Define collections policies and prioritization through configurable templates
- Track and resolve disputes and promises to pay through collections cases
- Automate dunning notice letters through configurable and branded email templates
- Forecast cash based on key collections metrics (ADP, DBT, Promise Dates)

Reporting and Analysis

Access an embedded report writer to create interactive reports and dashboards and leverage additional tools for deeper data analysis

- View credit and exposure data across corporate families
- Pull a company's financials and compare financials across periods and graph trends
- Create reports and dashboards based on account risk, user productivity, AR activity, and more

Contact Us Today

For more information, please contact:
888-572-2454

EFX®