BusinessConnect for Credit

Close sales faster, quickly onboard new customers and monitor your customer base for financial risks

Today's credit risk teams are tasked with better understanding commercial prospects and customers from every angle — and doing it as quickly and efficiently as possible. It's all about enabling sales to swiftly qualify leads so they can securely close more accounts.

BusinessConnect for Credit can help. It offers credit teams game-changing views of risk and opportunity by putting everything at your fingertips — including access to market-leading multisource data, workflow automation and more — all within the industry-leading Salesforce™ platform. As a dynamic application from Equifax available on the Salesforce cloud, BusinessConnect for Credit can transform your risk decisioning process to help you:

- Approve customers faster
- Make consistent, automated credit decisions
- Save time/resources by minimizing manual processes
- Reduce Days Sales Outstanding (DSO)
- Proactively manage risk, with greater confidence
- Predictably forecast cash flow
- Securely manage credit limits and required credit profile information

Access multiple data sources with one app

Manual credit risk processes can be resource-intensive and cumbersome, since the decisioning data must be separately accessed and managed from multiple sources.

BusinessConnect for Credit is different. It's "data agnostic," meaning it can incorporate third-party data from many sources, not just your data and ours. Within a single app, you can access and use your own customer data, Equifax data, data from all the leading commercial and consumer credit data providers and more. The list is constantly growing, and it can even be configured to accept data from other CRMs.

Key benefits

Save time and resources with one-stop access to leading commercial and consumer credit data

Automate B2B credit decisioning for faster decisions, in seconds

Enable sales teams to prequalify leads with the push of a button

Get a comprehensive view of customers with real-time access to unique Equifax data, PayNet data, and data from other leading credit reporting agencies

With integrated access to multiple commercial data sources, you can plug critical information gaps and build a better, view of customers to help with:

- Point of sale decisions
- Account upgrades
- Credit line increases/decreases
- Customer/portfolio monitoring

Make faster, more transparent credit decisions

BusinessConnect for Credit also enables you to automate credit scoring rules, workflows, notifications, updates, account monitoring and alerts — all directly within Salesforce.

This helps integrate and streamline credit processes within your CRM, enabling credit risk teams to boost decisioning speed and precision at the point of sale. It also improves customer transparency and visibility across the organization, which helps put everyone on the same page.

Available features include:

- Automated credit scores and suggested credit limits based on defined rules
- User-defined scorecards and credit policies with point-and-click configuration
- Online credit applications with e-signature
- Credit report and default risk monitoring
- Flexible portfolio monitoring reports and dashboards

Implement with ease

Since it's built natively within the Salesforce platform, BusinessConnect for Credit provides industry-leading security, uptime and native functionality such as workflow management and reporting. All your data is saved within Salesforce for a single source of information on your customers across the enterprise.

What's more, the app is easy to implement, configure and use. All you need is an Internet connection and you can be up and running. You can:

- Easily manage data using an ISO 27001-certified, secure computing platform
- Reduce capital expenses and operational costs associated with IT and data infrastructure
- Seamlessly deploy the app within your existing Salesforce organization — or if you are not a Salesforce user today, we will set up the app within a brand-new Salesforce instance for you
- Minimize upfront costs and resources — Equifax will implement and configure everything

Tailor the app to meet your needs

Knowing that underwriting processes vary based on organization, industry and other factors, we can customize BusinessConnect for Credit to address your unique needs.

Our experienced professional services team works with you to analyze your existing processes and configure the application to meet your needs. We customize the app for you, so you don't have to change your processes.

BusinessConnect for Credit enables you to automate credit scoring rules, workflows, notifications, updates, account monitoring and alerts — all directly within Salesforce.

To request more information:
equifax.com/business/businessconnect/