

Company Profile

Company	CDI AndersElite Ltd.
Name	Kieran Way
Position	Credit Manager
Services Used	Ltd Reports, Non-Ltd Reports, 3D, Risk Tracker, Director Database, Group Structure Free training, Bespoke Monitoring
Interested in	Acquisition Data, Safe Alerts
Customer Since	Oct 2013
Website	www.anderselite.co.uk



“Within **3 months** of installation, Creditsafe monitoring led us to cease trading with 2 accounts that subsequently went into administration, saving us up to **£70k in bad debt.**”

WHAT WE EXPECTED FROM CREDITSAFE

Professional services recruitment agency (specialising in construction, housing and rail systems), and NYSE company CDI AndersElite had previously not looked at Creditsafe so had little expectation. They were; however, keen to utilise a supplier that was fast moving with an ability to act quickly on new product developments. They also wanted a solution based provider that would work effectively “on the move”. Other areas that were important included;

- » A robust monitoring tool
- » In depth Group Structure information
- » Competitive pricing
- » Comprehensive ledger management tool

THIS IS HOW CREDITSAFE HELPED:

Introduced by Creditsafe's Head of Trade Payment Data, a qualified Credit Manager, they were keen to see how the system would be utilized by a credit professional.

They were also delighted to receive a flexible free trial. This allowed them to assess their needs in their own time.

"...being a qualified Credit Manager he instantly knew our needs, also product and technology wise it really hit the mark. Prior to this I had never given Creditsafe a chance."

One of the elements they were keen to explore was monitoring and the flexibility that comes with it.

"Having that tracking available is something that we just can't live without. Also I can now see updates whilst on the go, which I regularly do...By the time I've got into work I have cleared a lot of emails and changes due to updates, the links then take me to the report on the mobile site"

Further to this it was important to have links between the 3D system, Risk Tracker and the reporting system.

"Creditsafe seems to be built with efficiency in mind; it's all in one place. The monitoring is very well built to deal with our fast paced industry. We have confidence that they understand our market"

Risk Tracker aside, it became clear that the business was looking for a rich source of data across the board.

"Everything you need to make a sound credit decision is there. When it comes to the credit reporting I use every part of it; the Event History; Director Database; a great Group Structure etc. Our FD is happy about the data, and the cost saving of course!"

Already taking a pro-active approach to debt, CDI AndersElite will look to enhance this by incorporating Creditsafe reports and 3D in their 7 regional offices.

AND FINALLY... WHAT ADVICE WOULD YOU GIVE:

"When I looked at the product it was a no brainer. Just try it, simple as that. You might think you are on the best system, but if you haven't looked at anything for over a year you're probably not on the right system."

Kieran Way, Credit Manager. 2014