

# BusinessIQ Mobile<sup>SM</sup>

Enabling better prospecting while enforcing your credit policies.

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Your sales department's role is critical. Finding good, qualified prospects and growing the bottom line. Organizations are trying to strike a balance between enabling sales teams with more self-service tools and continuing to enforce policies credit departments have in place. BusinessIQ Mobile allows users to quickly evaluate prospective clients' risk profile while away from the desktop. The result — better qualified prospects, reduced credit risk and a better customer experience.

## 3 Common Business Challenges

- 1. Field sales teams need more effective tools to pursue the right prospect.** Your sales teams spend long hours in the field trying to generate revenue for your organization. They need more effective tools to find the right prospects — those who are worth pursuing and will be approved by the credit team.
- 2. Friction between sales and credit departments.** Your credit team is often seen as the "sales prevention department." Without any visibility to the corporate credit policy, sales can't prescreen prospects prior to the credit evaluation process. This requires the credit team to enforce credit policies and standards after the initial sales engagement.
- 3. Competitive threats and a poor customer experience.** Evaluating risk on new customers can be time-consuming. Any delays in your decision can result in your prospect looking to your competitors for alternatives. Streamlining the customer onboarding process to quickly respond to new opportunities is important. You'll stay ahead of your competition and provide a seamless customer experience.

## Mobile tools for a productive sales force

BusinessIQ Mobile enables your field sales force to apply your credit policy before talking to prospects. This provides a better overall customer experience and removes bottlenecks from the onboarding process. With easy access to instant decisions, sales teams can quickly assess whether they should pursue prospects and what terms your credit department would recommend.

### Enforce the credit policy while enabling sales

Many organizations are focusing on providing better self-service tools that help their sales teams make quick and consistent decisions while in the field. Moving the credit evaluation to the beginning of the customer onboarding process increases speed to decision while still enforcing your credit policy. BusinessIQ Mobile leverages the sophisticated decisioning capabilities of DecisionIQ<sup>SM</sup>, allowing organizations to build policies and enforce them through a mobile device.

- **Business finder** — Easily locate prospects via the mobile app by entering the business's name, city and state. Sales reps can select from a list of businesses that match their search criteria.
- **Mobile report generator** — After a prospect is located via the app, a mobile report is generated. It provides a high-level summary of the business's contacts, website, industry and, most importantly, the credit decision. The mobile report is completely configurable by your BusinessIQ administrator.
- **Mobile to desktop synch** — Credit departments can view the mobile activity using their BusinessIQ desktop application. All mobile reports are stored in the desktop application for transparency and auditing purposes.
- **Real time override** — If any changes need to be made to mobile decisions or credit limits, credit managers can override the mobile decision in BusinessIQ. Any decision overrides are synced with the mobile device in real time.
- **Mobile Report History** — Any transaction run by a sales rep will be stored in their BusinessIQ Mobile app within their Report History screen. If the credit department overrides any decisions, the sales rep who initiated the original request will see the new decision via the screen.

### A better customer experience

When you're acquiring new customers, providing a seamless customer experience early in the engagement process can be the difference between gaining new customers or losing them to the competition. With instant decisions backed by your corporate-approved credit policy, sales can prospect confidently knowing their customer is credit-approved. With BusinessIQ Mobile, the credit department is happy, sales is happy, but, most importantly, the client is happy. Everyone wins.

To find out more about Experian BusinessIQ Mobile, contact BCI at **1-415-861-4224** or visit us at **[www.businesscreditinformation.com](http://www.businesscreditinformation.com)**.