



BusinessIQ OnlineSM

With easy credit applications,
you capture more customers.

Customers like working with sellers that deliver a positive experience. One way to make the onboarding process fast and easy is with BusinessIQ OnlineSM from Experian. Our solution automates your new customer onboarding experience, allowing you to build and customize online credit application forms. Customers get the speed and convenience they value. You eliminate bottlenecks, avoid errors and lower costs.

4 common business challenges

Companies that still enter customer credit applications manually face numerous challenges:

- **Poor customer experience** — Slow turnaround times for new customer approvals leave prospective customers frustrated and easy targets for the competition.
- **Missing documentation** — Incomplete applications can create bottlenecks and slow the new customer setup process.
- **Inefficient workflows** — Disorganized processes deplete precious credit resources and increase customer acquisition costs.
- **Rigid tools** — Online application may require costly IT intervention to update or modify.

A configurable online application

BusinessIQ provides a simple and cost-effective way for companies to migrate from traditional paper applications to electronic forms. It also provides a flexible alternative for those clients that don't require sophisticated decision scorecards or workflow queues.

Valuable features and benefits include:

- **Online application converter** — Quickly transform your paper application into an electronic online application, saving you time and effort.
- **Application branding** — Add elements of your unique company identity, such as your logo, custom data fields, marketing messaging and terms & conditions, to support your company brand.
- **E-signature compliance** — Stay compliant with appropriate digital signature and Fair Credit Reporting Act requirements, making your online applications and personal guarantees legally enforceable.
- **Attachment loader** — Require applicants to upload necessary attachments, such as financial statements, proof of insurance and business licenses, at the point of application submission. BusinessIQ Online applications accept up to five attachments in the most popular file formats (.doc, .pdf, .xls).

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- **Approval hierarchy** — Automatically assign role-based thresholds that route applications to users with the appropriate approval authority to further speed the review process.
- **Application routing hierarchy** — Direct applications to specific user groups based on business unit, team or operating location.
- **Document tracking** — Easily view or print applications, customer attachments, credit reports and decision details for submitted applications.

Reduce manual data entry and application turnaround times

You can dramatically reduce the costs associated with application processing and customer approvals. Improve your customer experience and build loyalty by streamlining the onboarding process with BusinessIQ Online.

To find out more about BusinessIQ Online, contact your local Experian sales representative, call 1 800 520 1221 or visit www.experian.com/b2b.