



Edward Don

DecisionIQSM reduces time and expenses for new account acquisitions.

Edward Don & Company deploys DecisionIQSM account acquisition process to help continue double-digit sales growth.

Client

Owned and operated by the Don family since 1921, Edward Don & Company is the world's largest distributor of equipment and supplies to the foodservice industry. Clientele is comprised of approximately 35,000 active accounts in the U.S. and internationally. Edward Don also works on a diverse set of business opportunities — from large foodservice construction projects to mom & pop start-up restaurants that require personal guarantees to support the extension of credit.

Challenge/Objective

One of Edward Don's biggest challenges was their need to efficiently manage a quickly growing portfolio of commercial accounts. Their goal for new account acquisitions was to provide credit within 30 minutes of receiving a new application. With over 100 new accounts per week, there was high demand for an efficient, automated decisioning solution to streamline credit approvals.

"Our goal was to use limited resources when setting up new accounts and if possible, make a decision within 30 minutes or less. We wanted to avoid the slow and costly process of calling trade and bank references," said John Fahey, Director of Credit.

Resolution

Edward Don first began using Experian in 2007. At the time, Decision Insight helped incorporate their credit policy into an automated online environment to aid in quick decisioning. As Experian's commercial suite of solutions evolved, more predictive scores and user-friendly tools became available to better assess risk and manage accounts more effectively. Edward Don tested the Intelliscore PlusSM score and it performed well against their commercial portfolio. As a result, in 2012, Edward Don migrated to DecisionIQ — Experian's next-generation decisioning solution available in BusinessIQSM.

Results

With more predictive scores and enhanced decisioning tools, Edward Don is now able to manage their new account on-boarding process more efficiently. Two DecisionIQ scorecards were built to help satisfy their diverse blend of customers. One scorecard uses commercial data to assess risk on large foodservice construction projects and on large to medium-sized businesses requesting credit. The second scorecard uses a blend of commercial and business-owner data to help secure credit for small or start-up restaurants.

Case study

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Edward Don also uses a custom decisioning model which combines credit risk and account profitability to create a blended score for sales order review and release processes. To manage risk with current clients, credit risk data is combined with Accounts Receivable data; High risk accounts are updated regularly throughout the year.

Finally, Edward Don continuously strives to find new ways to integrate Experian with existing credit and collection processes. The continued focus on process improvement allows Edward Don to produce double-digit sales growth year-over-year while keeping new account acquisition expenses low.

“Understanding the current market and being able to quickly adapt to changes is vital to achieving growth... Experian's Business Information Services provides us with market-leading tools and the freshest data available to help us stay competitive and make more informed business decisions.”

— **John Fahey**, Director of Credit, Edward Don
