



About Heatcraft Australia

With 70 branches in Australia, Heatcraft is the leading manufacturing and wholesale distribution serving the needs of the HVAC & Refrigeration Industry across Australia.

How Heatcraft Used ApplyEasy

Prior to going live with ApplyEasy, customers were forced to complete an 18-page paper application form. The process would include printing the application forms, having the customer fill it out, scanning it and sending it to Heatcraft. It was a time consuming process for both the customer and Heatcraft that cost thousands of dollars per year in paper and printing. If one thousand people applied per year, that would be equivalent to 18,000 pages of printer paper!

Jason Kinkead, Credit Manager at Heatcraft Australia, recognised this problem and it was his objective to clear it up. Jason turned to CreditorWatch's Apply Easy product. It wasn't a standard setup as Heatcraft needed to set up ApplyEasy for New Zealand, Australia and cash sales. Geotagging was also set up so that customers could apply online and be directed to the nearest branch.

It wasn't a big change for customers as they could apply from anywhere, at anytime, online. This was the first stage

of streamlining internal processes at Heatcraft and it wouldn't have worked without ApplyEasy.

In addition to streamlining and improving the accuracy of credit applications, significant time savings for both customers and staff were also realised. From a financial perspective, Heatcraft saved a lot of money on credit reporting costs and up to \$770,000 on trade insurance.

“

After the setup, we had everyone who would use it – brand managers and staff – test it. Everyone provided feedback that it was easy to use and straight forward.”

JASON KINKEAD,
Credit Manager Heatcraft Australia

BENEFITS OF APPLY EASY:

- ✔ Streamlining and improving accuracy of credit applications
- ✔ Significant time savings for customers and staff
- ✔ Huge savings on the cost of paper and printing
- ✔ Saving up to \$770,000 on trade insurance

PRODUCTS USED:

- ✔ CreditorWatch credit reports
- ✔ CreditorWatch customer monitoring and alerts
- ✔ Apply Easy

About Apply Easy:

With ApplyEasy, you can transform your paper credit application process into an online form which simplifies the credit application process for your customer and improves your internal credit process.

For more information, visit applyeasy.com.au

“Branches noticed a considerable reduction in paperwork. Most importantly, staff had more time to spend with customers.”

JASON KINKEAD | Credit Manager Heatcraft Australia

About ApplyEasy Product:

ApplyEasy shortens the sales process by eliminating illegible handwriting, customers leaving important fields blank and reducing the time that it takes to approve an application. Automated decision-making is available which reduces the need for manual credit checks and ensures that you make the correct credit decision every time.

Features of ApplyEasy:

- Fully branded credit application with logo, scheme and contact details
- Securely hosted by CreditorWatch
- Automatically verify ACN/ABN and entity information
- Free CreditorWatch credit report
- Automated credit decision
- Attached personal or directors guarantee
- Hand signed or electronic signature authorisation
- Customer branded URL
- Customisable questions
- Direct integration with your CRM/ERP system

(creditor)watch®

About CreditorWatch

CreditorWatch is a commercial credit reporting bureau with over 50,000 customers, from sole traders to ASX listed companies. CreditorWatch provides credit risk information on any entity in Australia and assists creditors by monitoring and sending alerts for risk indicators that may affect a debtor's repayment ability.

For more information, visit creditorwatch.com.au