



## CASE STUDY: GEORGE WESTON FOODS (GWF)

# Increase productivity and eliminate the risk of human error

### ABOUT GEORGE WESTON FOODS

One of Australia and New Zealand's largest food manufacturers, George Weston Foods Limited (GWF) is a wholly owned subsidiary of Associated British Foods plc (ABF) that employs 6,500 people across 58 sites in Australia. Their major brands Tip Top, Don and Jasol are supplied to large supermarkets and restaurants nationwide.

### THE CHALLENGE

After learning via a customer experience survey that their on-boarding process was difficult to use, time-consuming and not very effective, George Weston Foods began researching various providers in an effort to address the negative feedback.

It was at a creditors' meeting in early 2015 that CreditorWatch was recommended to credit managers at George Weston Foods. They decided to try ApplyEasy, a client on-boarding tool powered by CreditorWatch to automate online credit applications.

Some years have passed and Credit Application Specialist, Virginia Yesui is still satisfied with the decision her predecessor made to improve their on-boarding process.

**“You won't expose a business to risk when you utilise a credit management tool that eliminates the element of human error and improves the ease of processing important data”**

Virginia Yesui  
Credit Application Specialist  
GWF

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*“It’s improved our customer on-boarding experience which was our major pain point and we succeeded in turning the negative feedback we received into positive feedback” says Virginia.*

*“ApplyEasy has also made my job a lot easier” adds Virginia. “Previously, it would take me a long time to go through all the paper work and meticulously check reports from a credit risk perspective.”*

*“With ApplyEasy, it’s all done for me. It will automatically reject an application based on adverse information matched to the ABN. If there’s no adverse data, then it will come up as approved because all the data matches.”*

### THE RESULTS

- ✔ Assists in meeting service level agreements a lot quicker – what used to take three days now takes one
- ✔ Avoided potential customers with adverse data matched from accurate CreditorWatch credit reports, which wouldn’t have been the case if old credit checks were performed
- ✔ Ease of applying for credit – takes a customer less than 5 minutes
- ✔ Increased team productivity
- ✔ Minimises human error
- ✔ Succeeded in turning negative feedback into a positive feedback – a customer survey of the on-boarding experience for the Tip Top division came back 99.9% positive.

### About ApplyEasy

ApplyEasy is a personalised, fast and secure online credit application form. Powered by CreditorWatch, it simplifies the credit application process for credit managers and sales teams, eliminating the ability for customers to leave important information blank and reducing the time it takes to manage credit applications, thereby shortening the sales cycle. Whether your company brings on 5 or 5000 new customers a month, ApplyEasy can work for you.

**For more information, visit [applyeasy.com.au](http://applyeasy.com.au)**

### 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](http://creditorwatch.com.au)**