creditsafe

Business Intelligence Plus:

User Guide

salesforce PARTNER

WWW.CREDITSAFE.COM

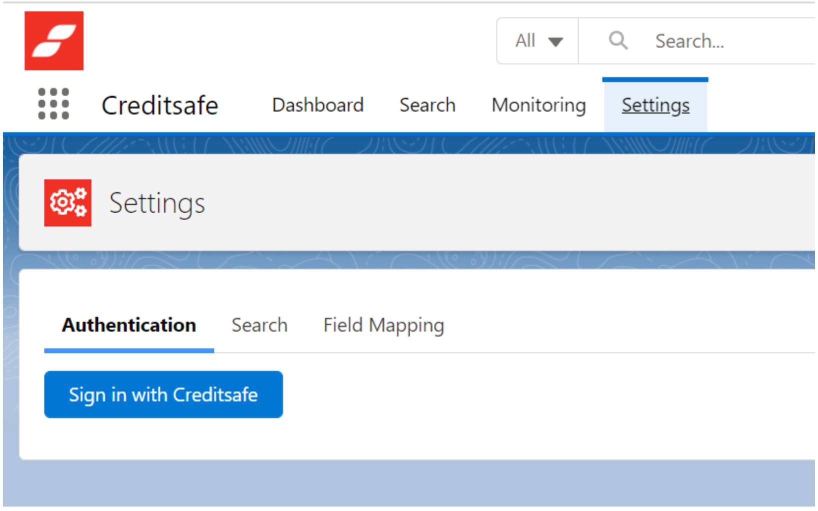
Contents:

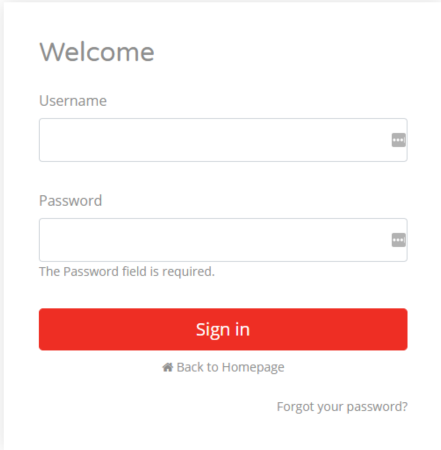
Settings

You will start by going into Settings, and here you will be presented with the Authentication Login Page. Click the "Sign in with Creditsafe" button and this will open a login page where you can connect to Creditsafe. In here, you should enter your Creditsafe Connect credentials, which you will have received via email.

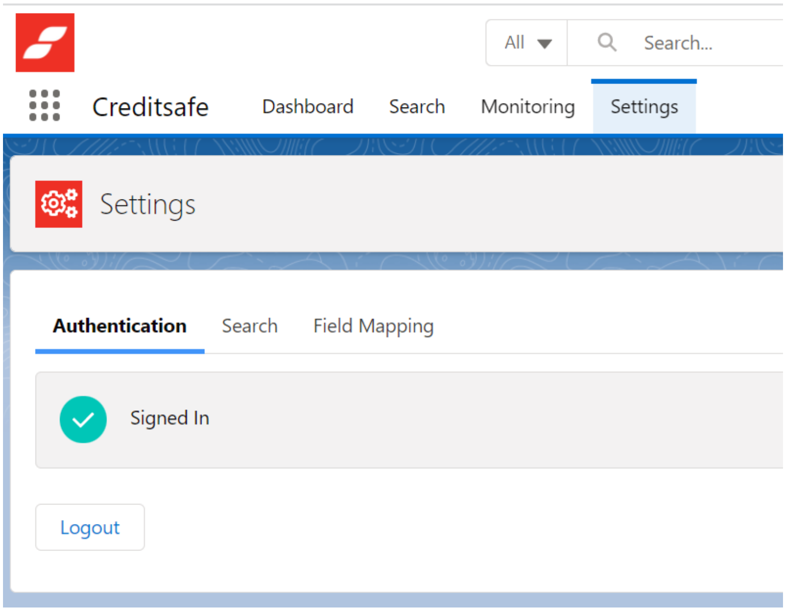
IMPORTANT: You will only be prompted to login once.

Authentication





Once logged in, you will see the Authentication display a check to confirm you are Signed In.

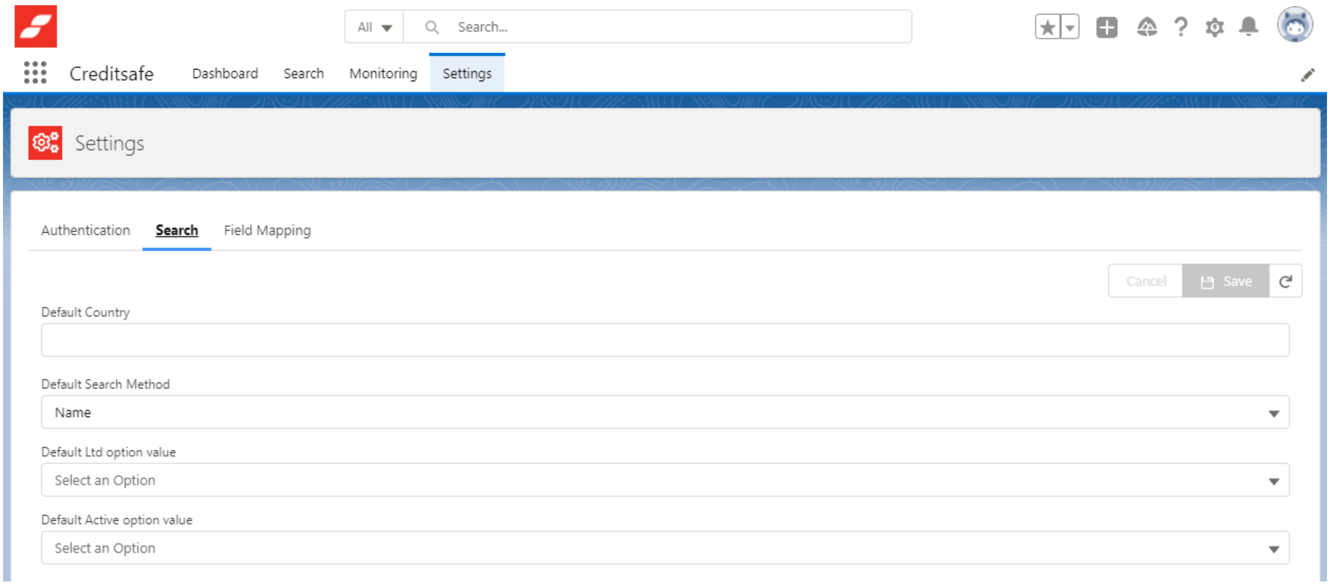


The following Service Lines are required to maximise the the app: Data Cleaning, Monitoring and Search & Report.

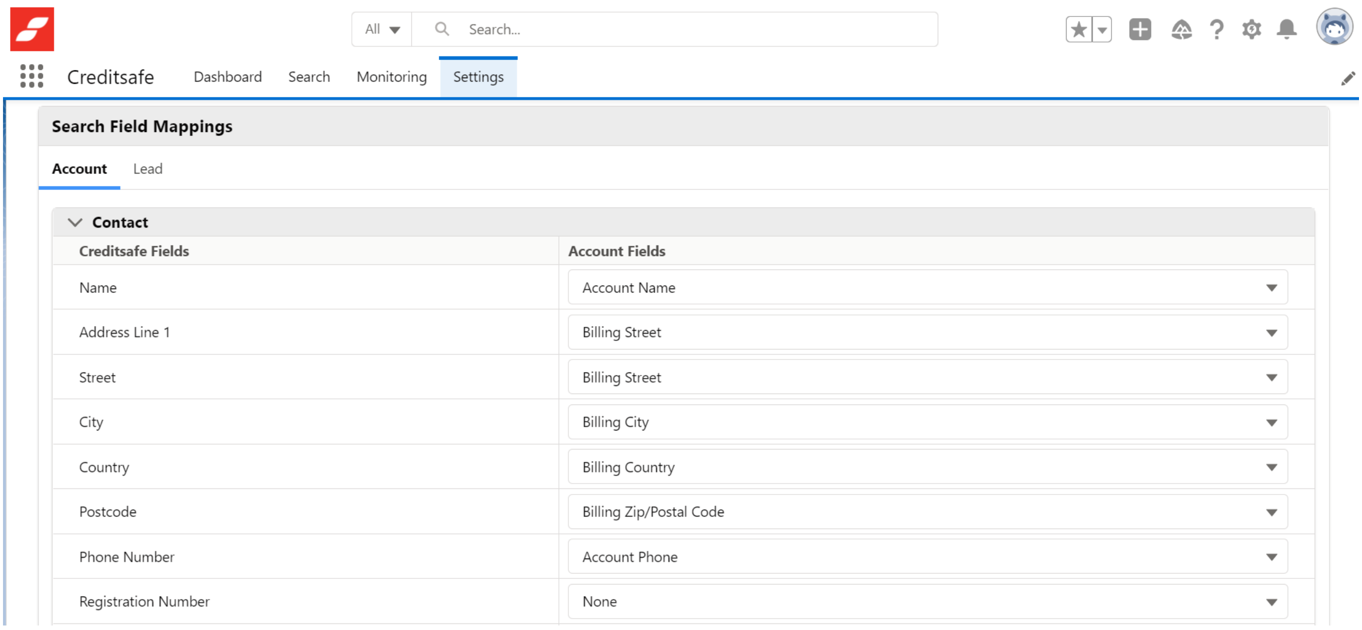
Search

The search tab allows you to set default values for whenever you want to conduct a Search. You can still manually change to another Country when using the search function.

- **Default Country** – Pre-defines the default Search Country
- **Search Method** – Pre-defines the default Search Method using one of the following: Name, Registration Number, Safe Number or VAT Number.
- **Default Ltd option value** – Pre-defines your search with a Limited or Non Limited Company.
- **Default Active option value** – Pre-defines whether you search for an Active or Non-Active company.



Once you have set your default values, please define object fields for the Salesforce Accounts or Leads to use when pre-populating criteria for manual matching from the Creditsafe data: Name, Address Line 1, Street, City, Country, Postcode, Phone Number, Registration Number, VAT Number.



Field Mapping

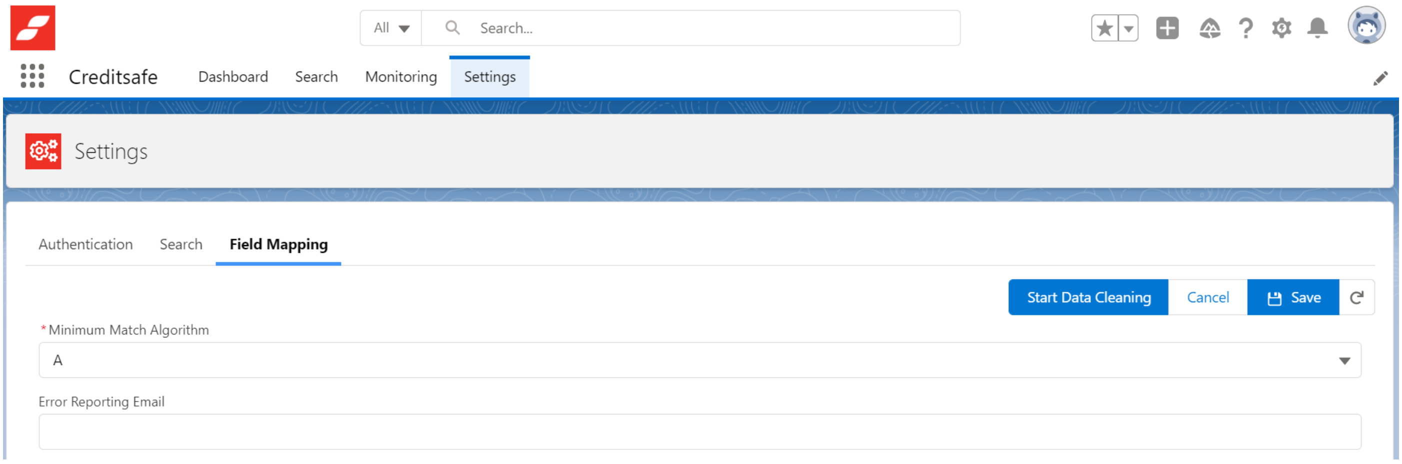
These settings are used for the Data Cleaning function. It allows you to define what data you want to match and what fields are enriched with the new data.

Minimum Match Algorithm

This is for the minimum match level required to define and store matches against a Salesforce Account. Users can select the match alogrithm tolerance they want: A-E banding. "A" represents the highest certainty of match, and "E" the lowest certainty of match.

Error Reporting Email

In this field you should enter an email email address where you can receive error reporting notifications from any of the matching processes that are executed.

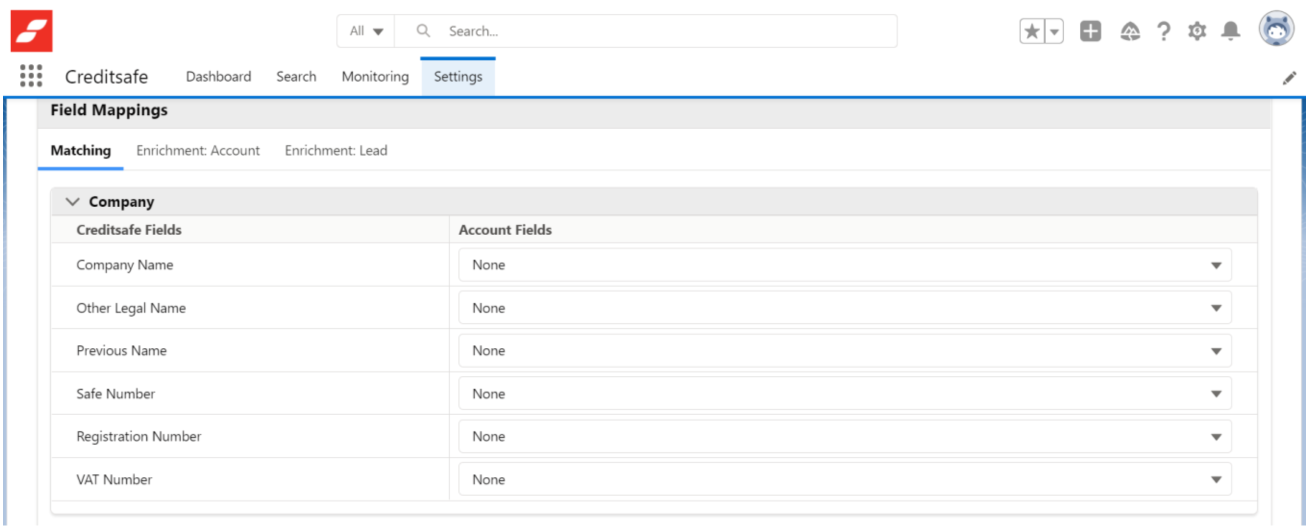


Matching

This section is used to map your Salesforce fields to the values that Creditsafe require to match your records to the Creditsafe database. The data fields and data quality in this file will determine the effectiveness of your match.

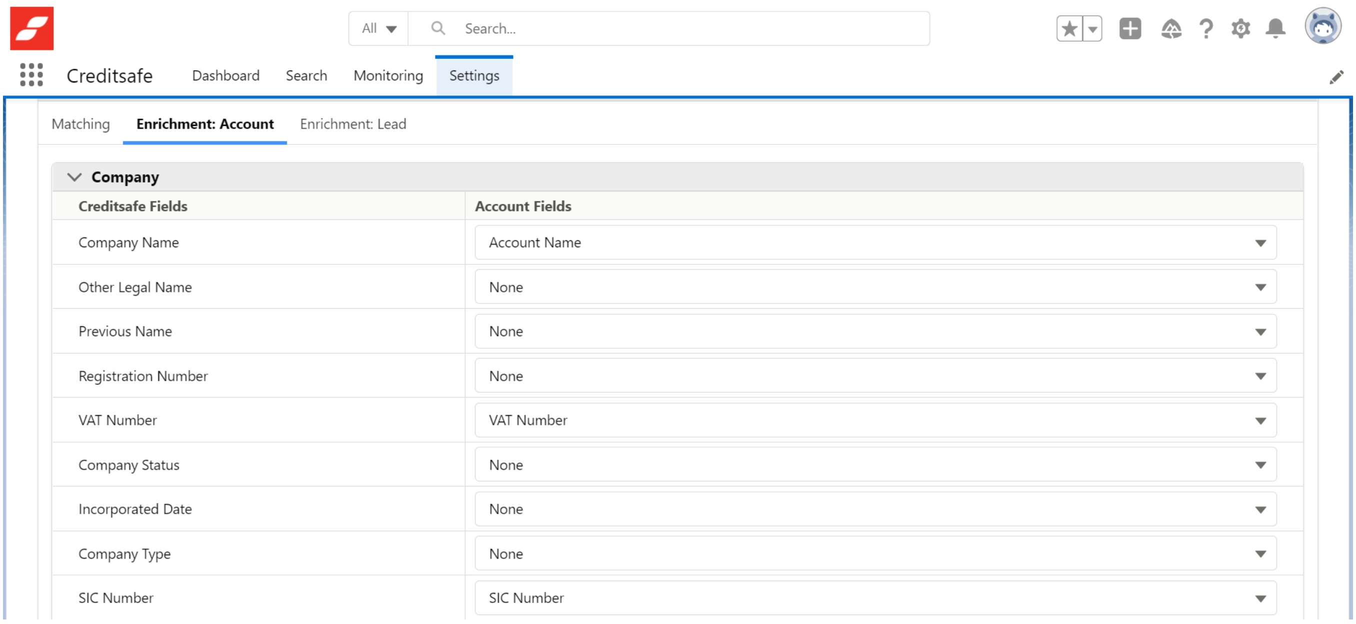
E.g. Company Name can be mapped to the Account Name on the Account Object.

Please note: In order for the automated data cleaning to work, your country field will need to be populated prior to the matching process. This enables the matching algorithm to look for the company in its associated country and not worldwide.

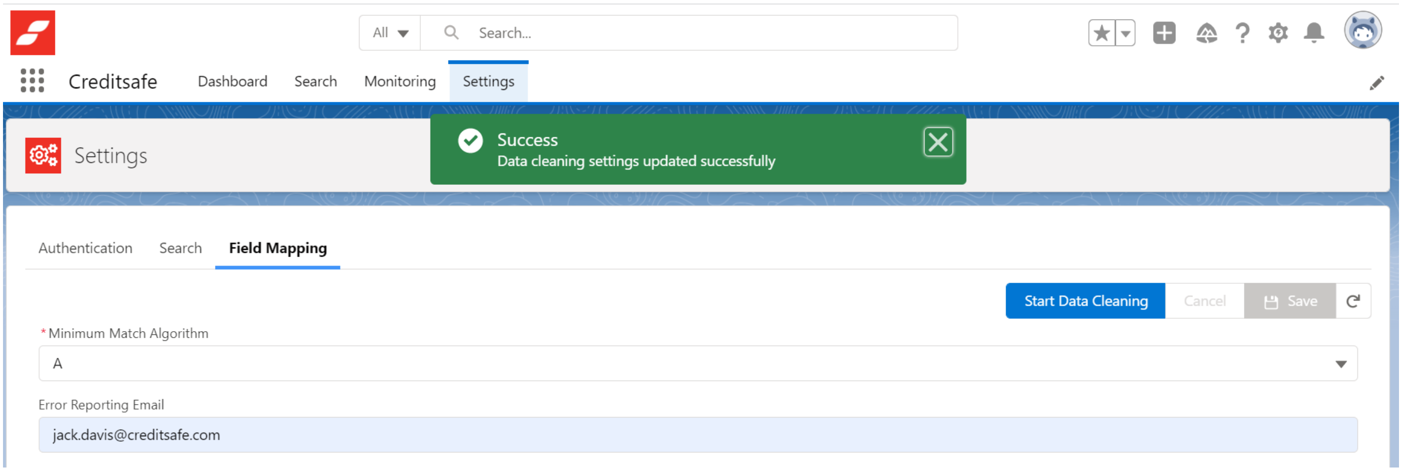


Enrichment

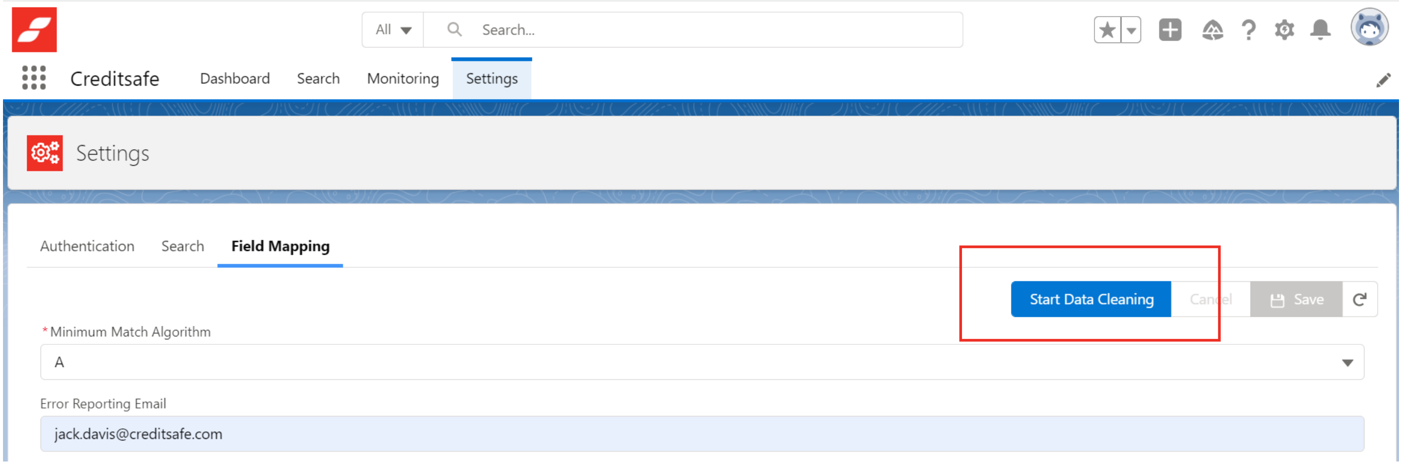
Once Creditsafe has a match, you will need to select/map, which fields you want to be automatically enriched and updated on the Account/Lead object record in Salesforce. There are three categories of data which you can complete to ensure the enrichment - Company, Contact and Financial. These sections determine where manually enriched data is saved when you refresh a report.
IMPORTANT: We do not auto match or enrich Lead data.



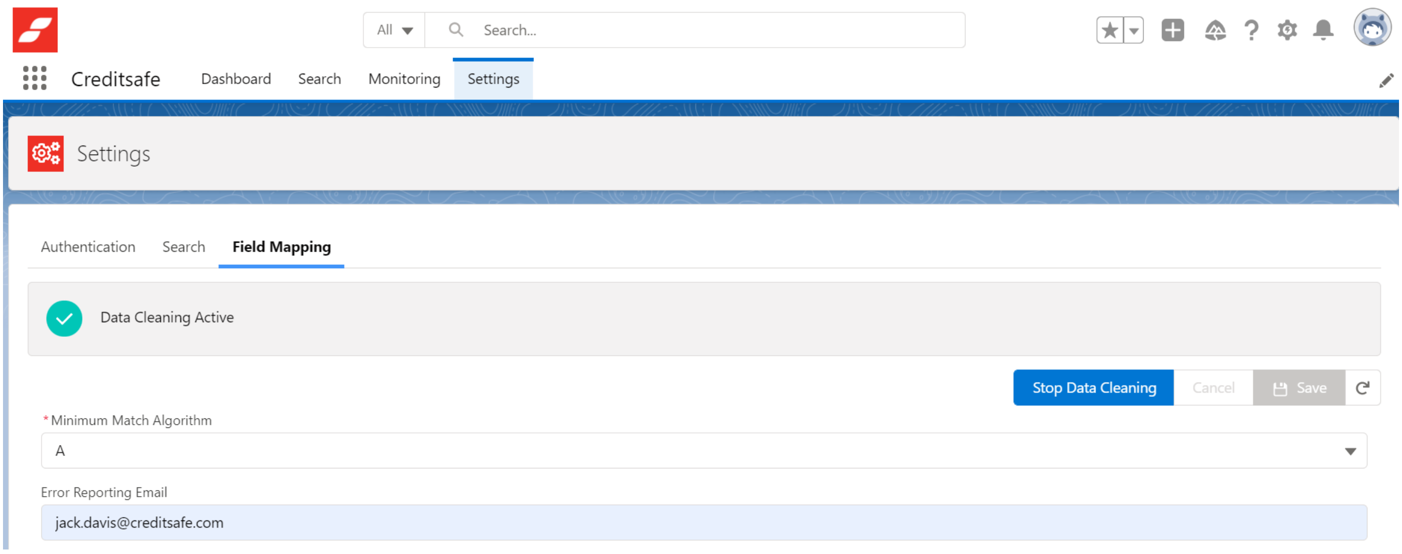
Once you have completed all the mappings, scroll to the top of the page and press the save icon on the top right of the page. A green toast message will appear informing you that the changes have been saved succesfully.



Once your mappings are complete, you will need to select the “Start Data Cleaning” button on the top right hand side of the page.

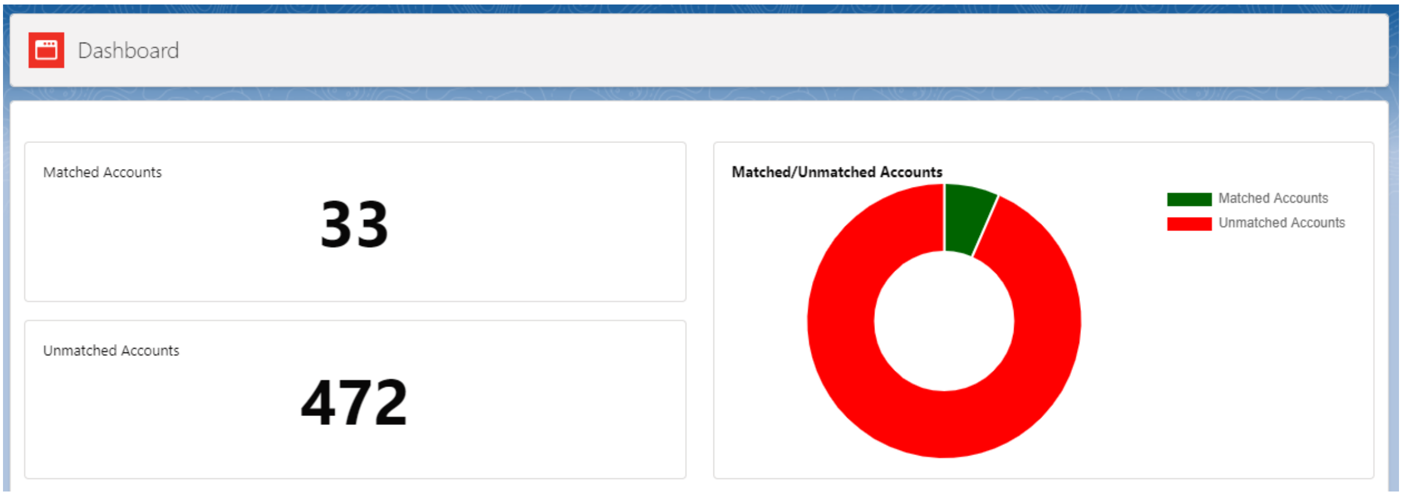


You will be able to verify that Data Cleaning is running by a change in the button, which will now display "Stop Data Cleaning", and you will see a Data Cleaning Active checkbox.



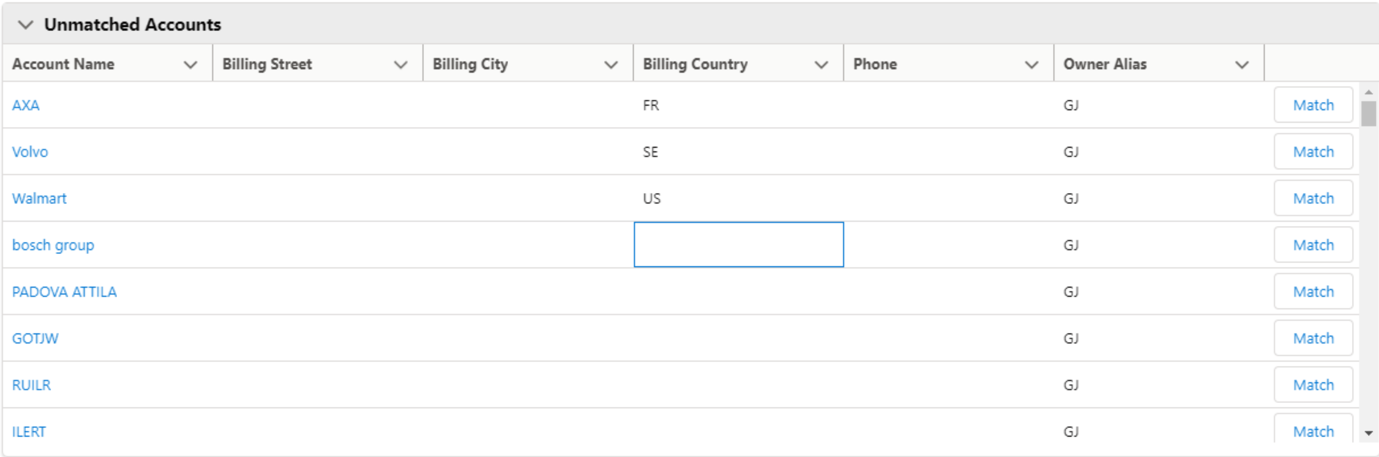
Dashboard (Data Cleaning)

The data cleaning dashboard provides an overview of your Salesforce database and tells you how many records you have been able to match to Creditsafe and how many remain unmatched. There is also a doughnut chart, which is a visual representation of matched/unmatched accounts.



Unmatched Accounts

This table of Accounts will list any Accounts in the database not yet matched and enriched with Creditsafe data. You are able to manually match Accounts by clicking the Match button on the right hand side. This will allow you to perform a matching exercise on the selected Account.

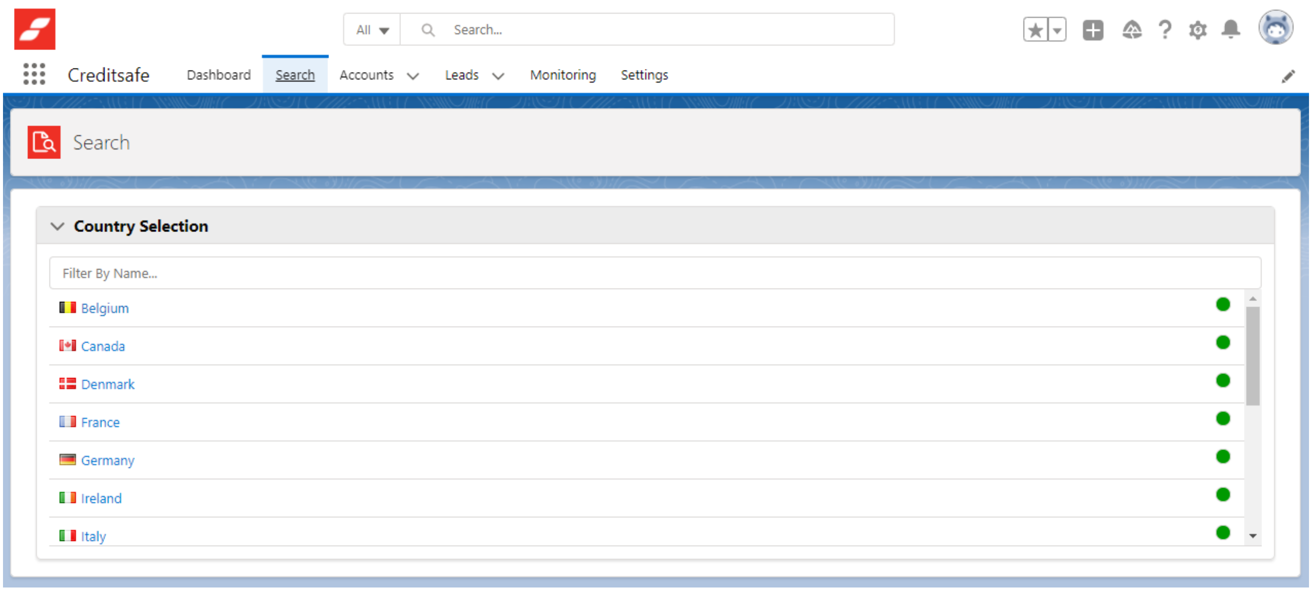

Unmatched Accounts

Account Name	Billing Street	Billing City	Billing Country	Phone	Owner Alias	
AXA			FR		GJ	Match
Volvo			SE		GJ	Match
Walmart			US		GJ	Match
bosch group					GJ	Match
PADOVA ATTILA					GJ	Match
GOTJW					GJ	Match
RUILR					GJ	Match
ILERT					GJ	Match

Manually Matching Data - Company Search

Company Search will allow you to manually search the Creditsafe Global Database, powered by the Creditsafe Connect API. Using search parameters available from the Connect API, you will be able to search for a company report. You will only have access to countries defined within your Creditsafe Package. The company search will incorporate the search availability of the Connect API. Both global and country specific search methods will be available.

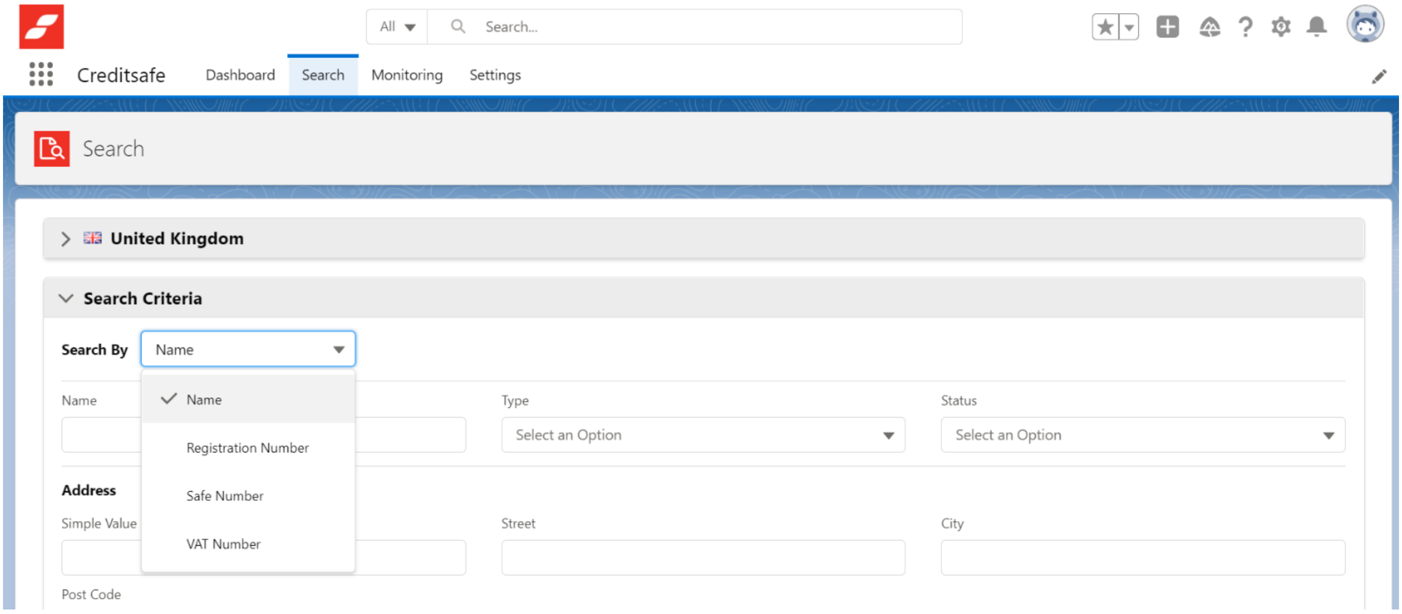
Select the Search tab and this will open the Country Selection. Choose the Country you wish to search the company from. Once you have chosen a Country, this will collapse the menu.



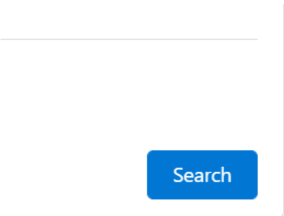
Choose which search parameters you will use. Not all search paramaters are applicable to all countries. Common search parameters include:

- Name

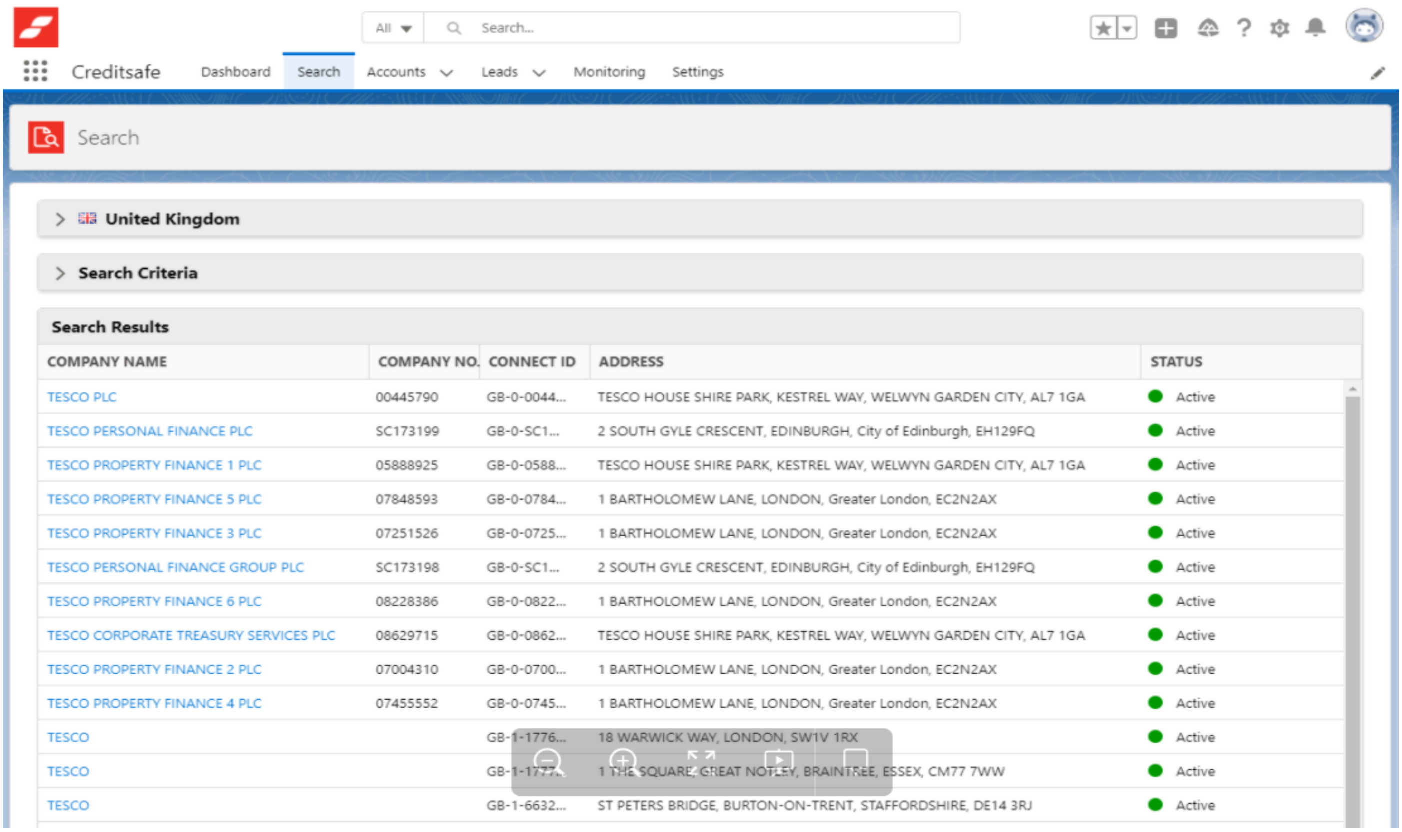
- Registration Number
- Safe Number
- VAT Number (where applicable)



Once you have defined which search parameter you are going to use. Press the search button on the bottom right hand side.



Each company report returned in the search should include: Company Name, Company Number, Connect ID, Address and Status. Selecting the Company will open the Credit Report.



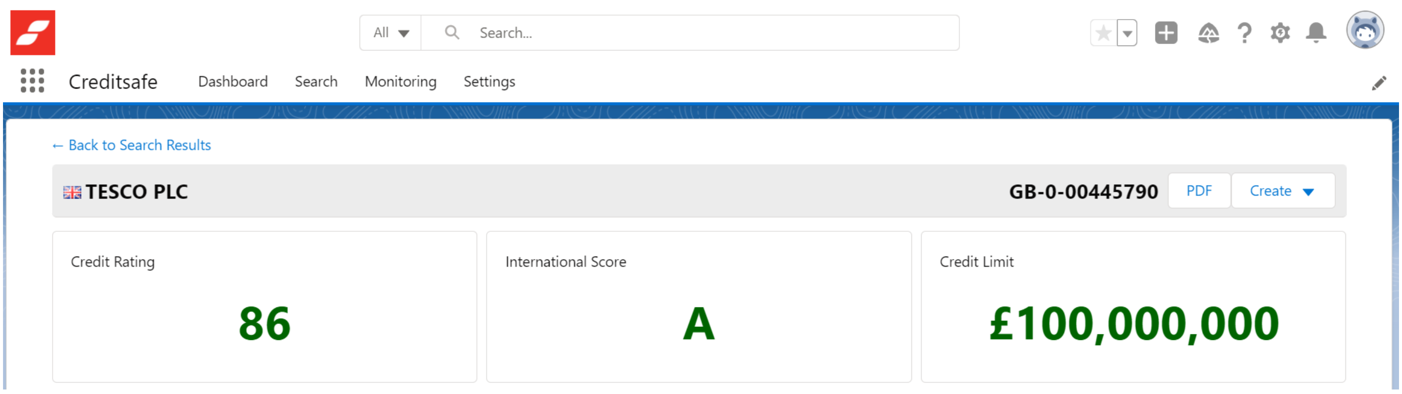
COMPANY NAME	COMPANY NO.	CONNECT ID	ADDRESS	STATUS
TESCO PLC	00445790	GB-0-0044...	TESCO HOUSE SHIRE PARK, KESTREL WAY, WELWYN GARDEN CITY, AL7 1GA	Active
TESCO PERSONAL FINANCE PLC	SC173199	GB-0-SC1...	2 SOUTH GYLE CRESCENT, EDINBURGH, City of Edinburgh, EH129FQ	Active
TESCO PROPERTY FINANCE 1 PLC	05888925	GB-0-0588...	TESCO HOUSE SHIRE PARK, KESTREL WAY, WELWYN GARDEN CITY, AL7 1GA	Active
TESCO PROPERTY FINANCE 5 PLC	07848593	GB-0-0784...	1 BARTHOLOMEW LANE, LONDON, Greater London, EC2N2AX	Active
TESCO PROPERTY FINANCE 3 PLC	07251526	GB-0-0725...	1 BARTHOLOMEW LANE, LONDON, Greater London, EC2N2AX	Active
TESCO PERSONAL FINANCE GROUP PLC	SC173198	GB-0-SC1...	2 SOUTH GYLE CRESCENT, EDINBURGH, City of Edinburgh, EH129FQ	Active
TESCO PROPERTY FINANCE 6 PLC	08228386	GB-0-0822...	1 BARTHOLOMEW LANE, LONDON, Greater London, EC2N2AX	Active
TESCO CORPORATE TREASURY SERVICES PLC	08629715	GB-0-0862...	TESCO HOUSE SHIRE PARK, KESTREL WAY, WELWYN GARDEN CITY, AL7 1GA	Active
TESCO PROPERTY FINANCE 2 PLC	07004310	GB-0-0700...	1 BARTHOLOMEW LANE, LONDON, Greater London, EC2N2AX	Active
TESCO PROPERTY FINANCE 4 PLC	07455552	GB-0-0745...	1 BARTHOLOMEW LANE, LONDON, Greater London, EC2N2AX	Active
TESCO		GB-1-1776...	18 WARWICK WAY, LONDON, SW1V 1RX	Active
TESCO		GB-1-1777...	1 THE SQUARE, GREAT NOTLEY, BRAINTREE, ESSEX, CM77 7WW	Active
TESCO		GB-1-6632...	ST PETERS BRIDGE, BURTON-ON-TRENT, STAFFORDSHIRE, DE14 3RJ	Active

Company Report

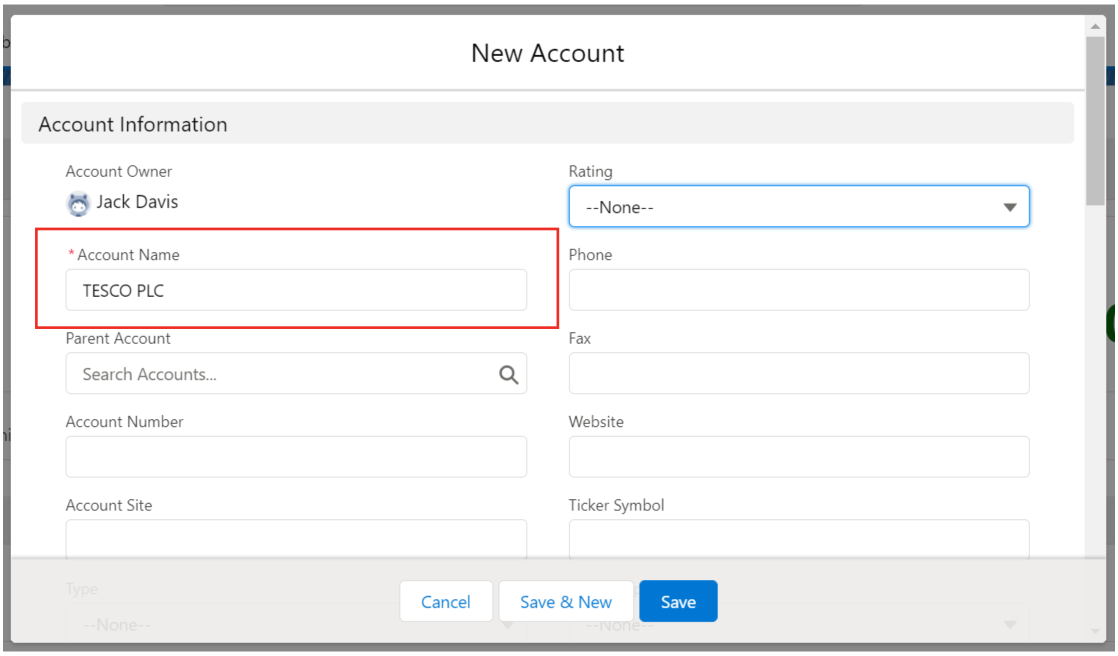
The Company Report will contain all key metrics and data held on a company. Company reports are accessible by performing a company search and selecting the appropriate match. You will only have access to company reports for countries defined within your package.

The company report will contain a heading which will demonstrate key metrics. The information will then be split into subheading categories.

The Score/Limit section provides the user details of the following, Credit Score, International Score and Credit Limit.



You can easily create an Account or Lead by simply clicking the “Create” button. Provided you have setup the mapping correctly, the information will already be pre-populated. Click Save and this will save the record in your database.



Score & Limit

The Score/Limit section provides details on the following sections:

- Risk Score (Score, Score Description, Definition)
- Credit Limit (Credit Limit, Definition)
- International Score (International Score, Definition)
- Commentaries (Commentaries)

Director & Shareholders

The Director & Shareholders section provides the following information:

- Current Company Directors
- Current Company Secretaries
- Top Shareholders

Financials

The Financials tab in the Company Report provides key financial information to analyse the company's performance.

- Profit & Loss
- Balance Sheet
- Capital & Reserves
- Other Financial Information
- Ratios

Group Structure

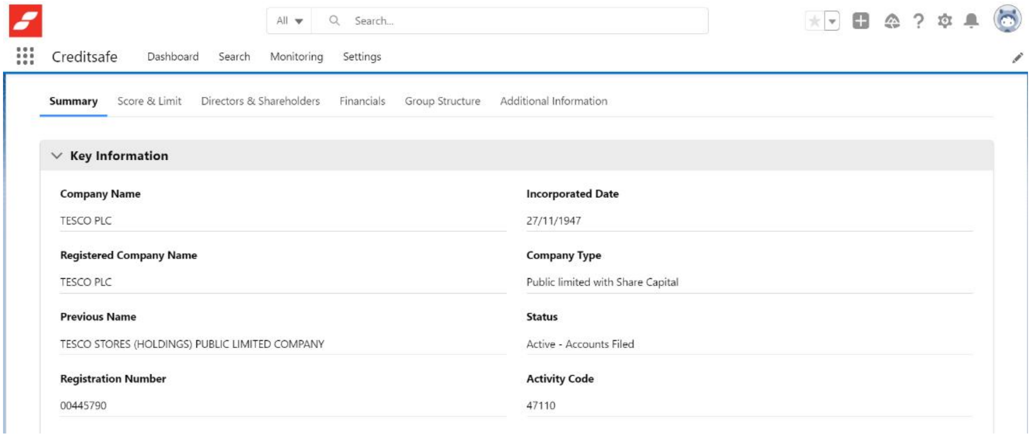
Provides a fully comprehensive view of the associated companies.

Additional Information

Provides different information based on your region. For example in the UK, the following information is available:

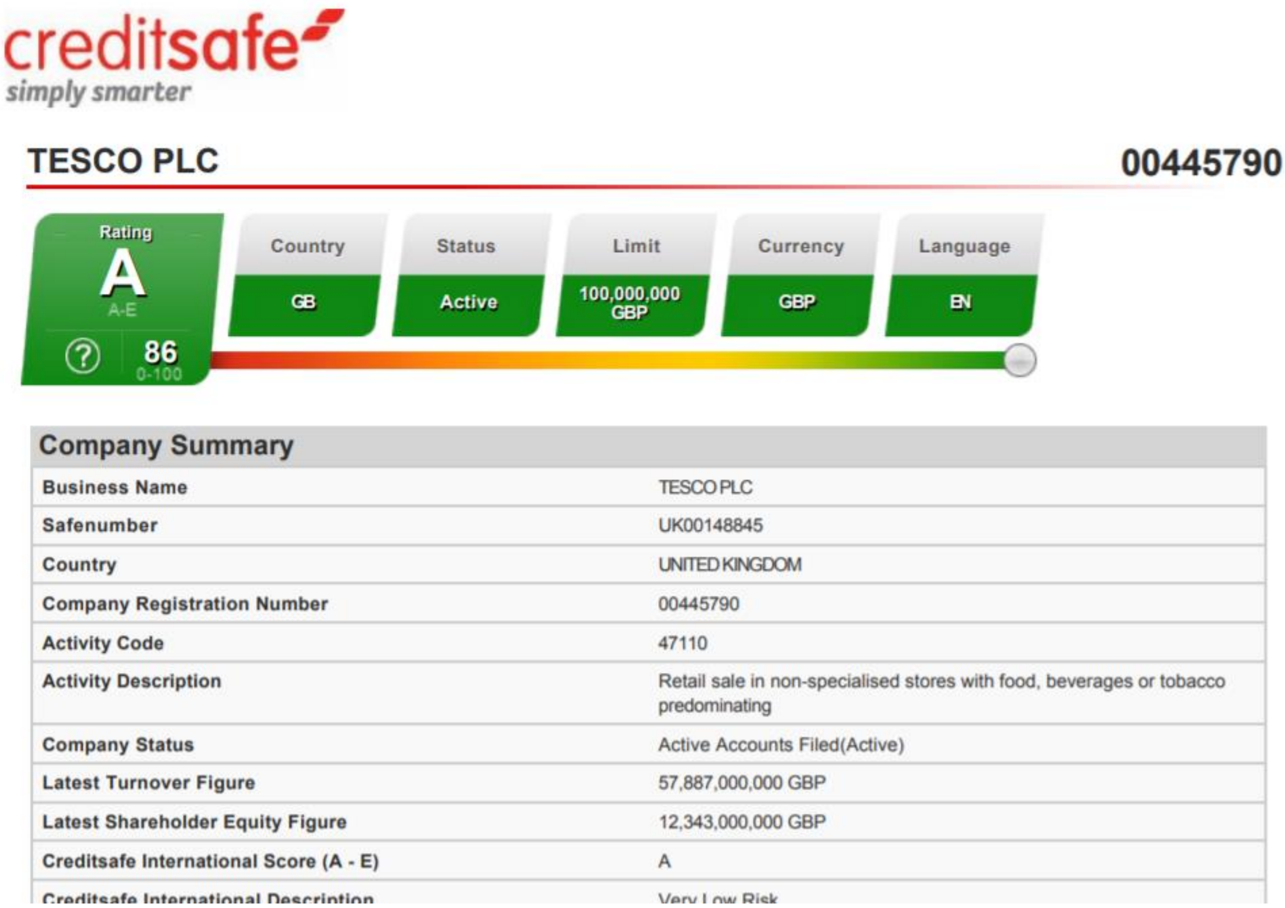
- CCJ Summary
- CCJ Details
- Mortgage Summary

- Mortgage Details
- Land Registry



PDF Reports

Clicking “PDF” will enable you to generate a PDF of the Credit Report to download. Once the PDF is downloaded, you can attach it as a date/time snapshot to the Account in the notes and attachment section on the Account or on another object record.



Company Summary	
Business Name	TESCO PLC
Safenumber	UK00148845
Country	UNITED KINGDOM
Company Registration Number	00445790
Activity Code	47110
Activity Description	Retail sale in non-specialised stores with food, beverages or tobacco predominating
Company Status	Active Accounts Filed(Active)
Latest Turnover Figure	57,887,000,000 GBP
Latest Shareholder Equity Figure	12,343,000,000 GBP
Creditsafe International Score (A - E)	A
Creditsafe International Description	Very Low Risk

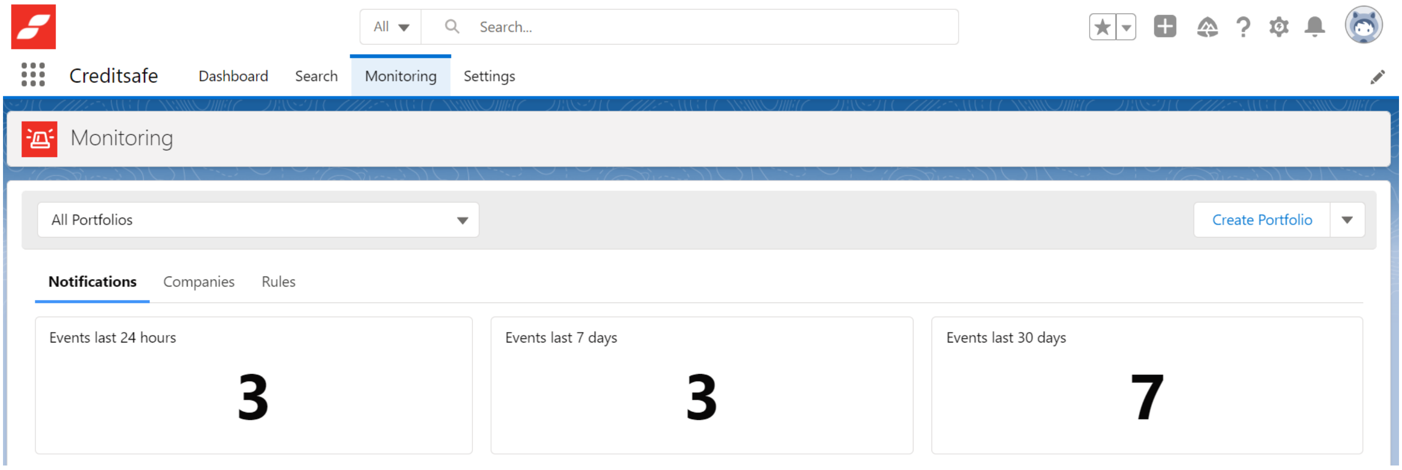
Monitoring

Monitoring is Creditsafe's company change monitoring service.

Monitoring allows you to build portfolios (lists of customers) that you would like to monitor changes on.

In this instance, rather than monitoring a company, we will be monitoring Accounts (in Salesforce). Each Account will need to have a Creditsafe ID associated before it can be added to Monitoring. To do this, you will need to successfully match an Account to Creditsafe.

Once a company is added to a portfolio, you can choose to be alerted on a number of different company events such as credit score changes, credit limit changes, company address changes etc.



This allows you to select an available Portfolio that you have associated to your Connect API Account. Selecting the drop down in the top left hand cornet displays the Portfolio Name.

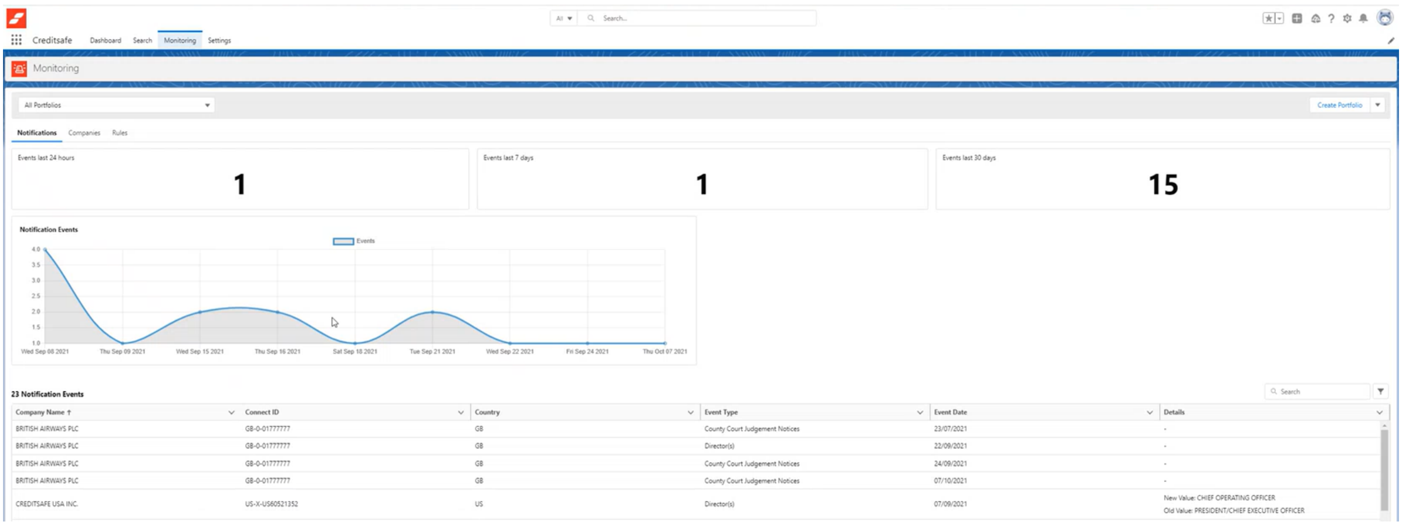
Notifications Tab

This tab will summarise the number of Events in the defined range.

- Events last 24 Hours
- Events last 7 days
- Events last 30 days

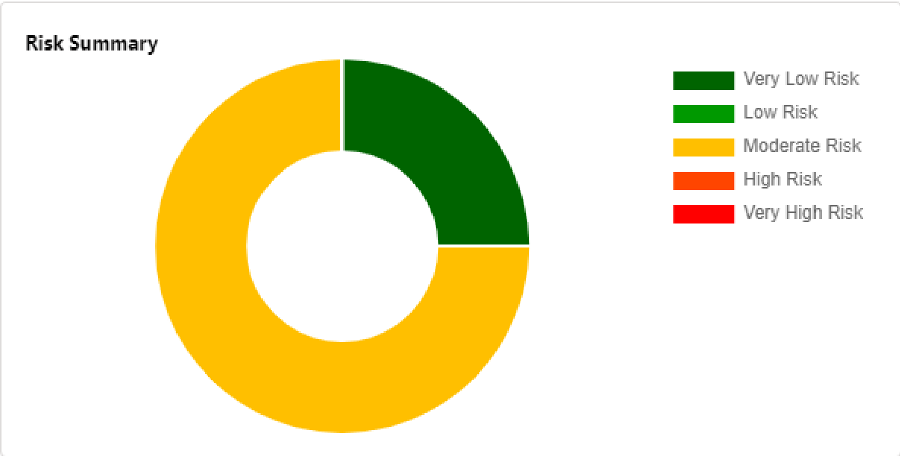
This number should correspond with All Portfolios or Selected Portfolio from the drop down available to your user account.

The Number of Events Graph will correspond to the data visible in the Events section, showing the number of events per day, or for the time period selected for All Portfolios, or the Selected Portfolio from the drop down.



Risk Summary

Here the Risk Summary is displayed for the selected Portfolio.



Notification Events

Notification Events will list the Monitoring Notification changes for all companies within the selected Portfolio.

The notification Events Table has a search for you to locate a specific Company Name from those displayed.

1 Notification Events

Search

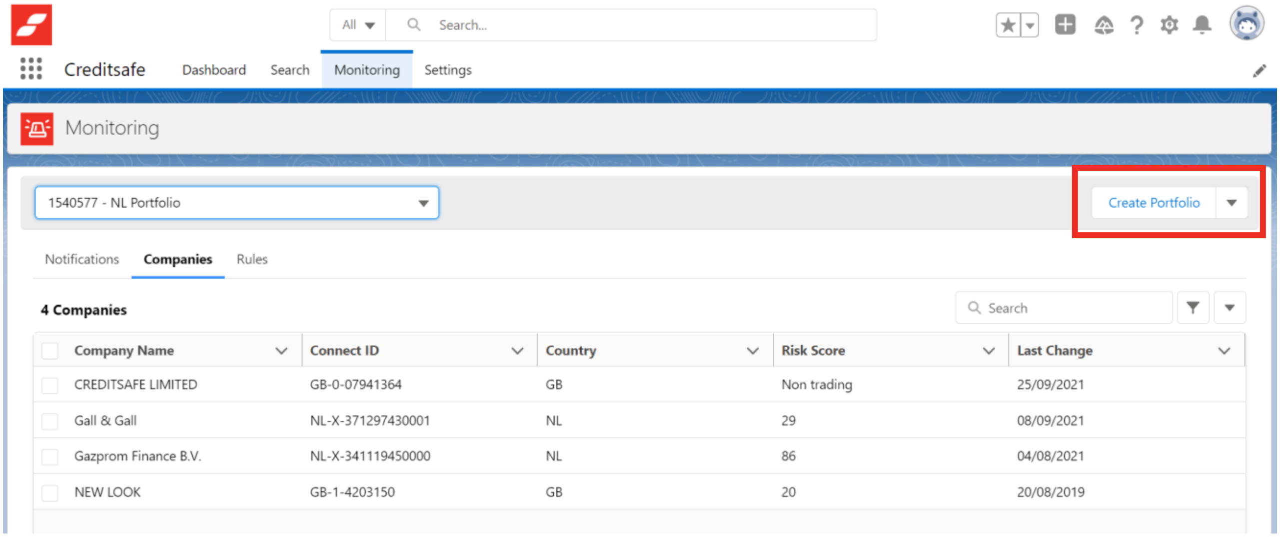
Company Name ↑	Connect ID	Country	Event Type	Event Date	Details
BRITISH AIRWAYS PLC	GB-0-01777777	GB	County Court Judgement Noti...	23/07/2021	New Value: undefined Old Value: undefined

Companies Tab

Within the “Companies” tab, the table lists all companies under the selected Portfolio. Information includes:

- Company Name
- Connect ID
- Country
- Risk Score (Credit Score)
- Last Change Date

You can also create a Portfolio by selecting the “Create Portfolio” in the top right hand corner.

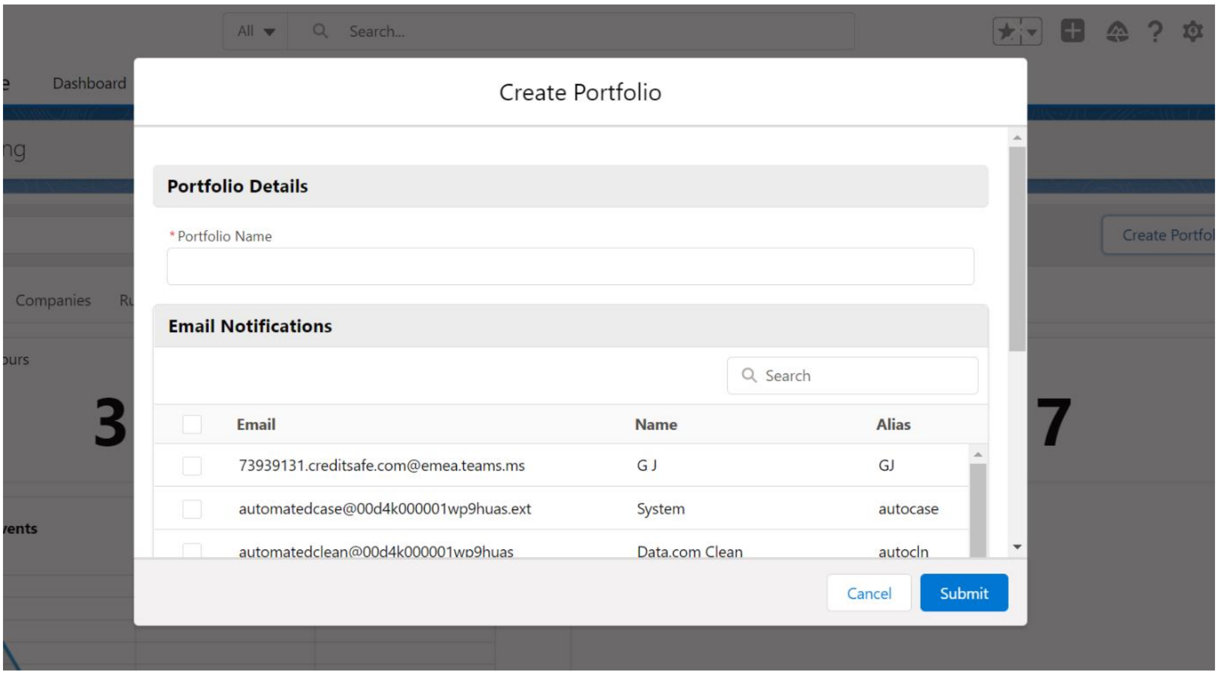


Create a Portfolio

This feature will allow the user to create a new Portfolio, you will need to configure the following settings:

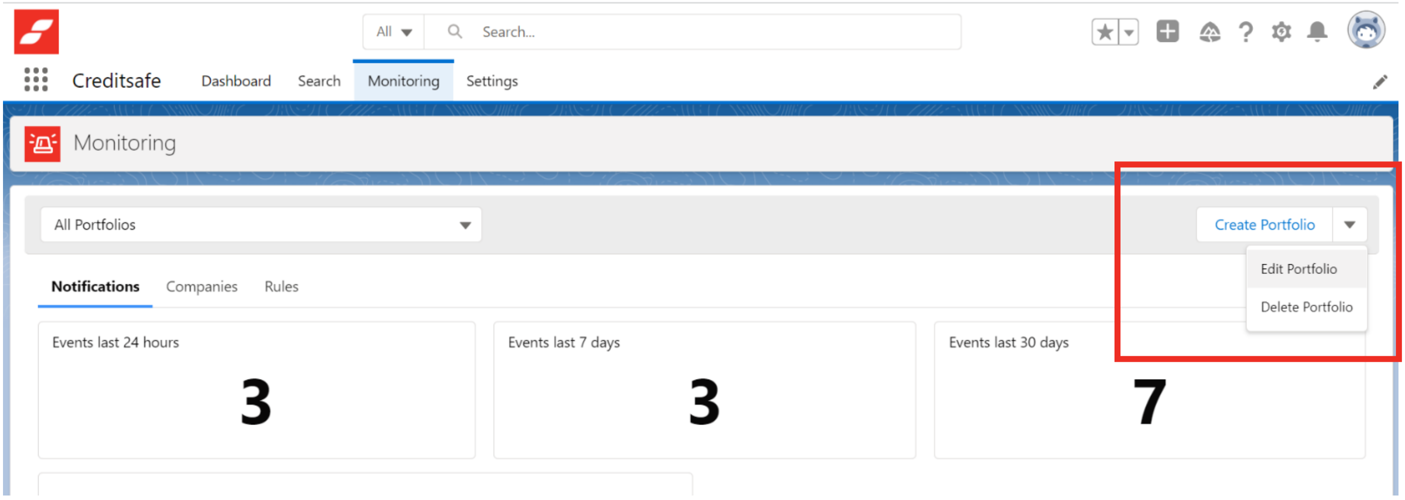
- Portfolio Name
- Default YES/NO
- Select recipients for e-mail Notifications

The Portfolio ID will return from Connect. The new portfolio will display in the Select Portfolio drop down menu.

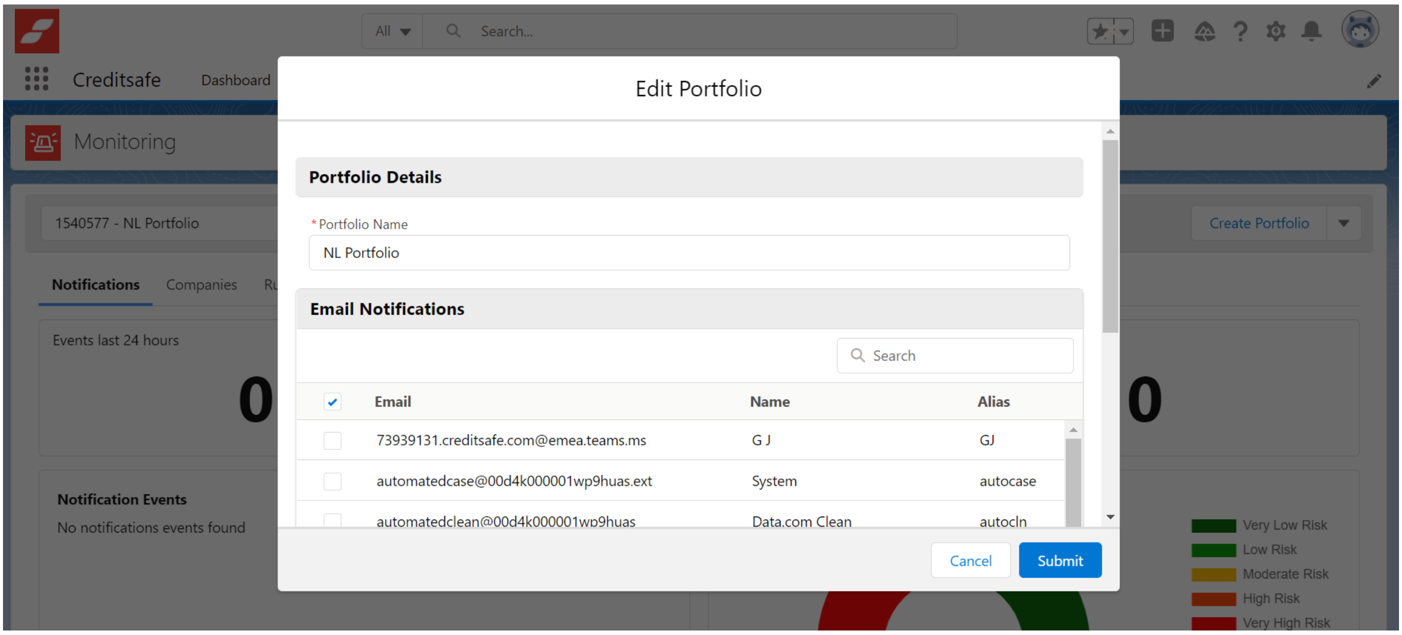


Editing a Portfolio

This will allow you to edit an existing Portfolio:

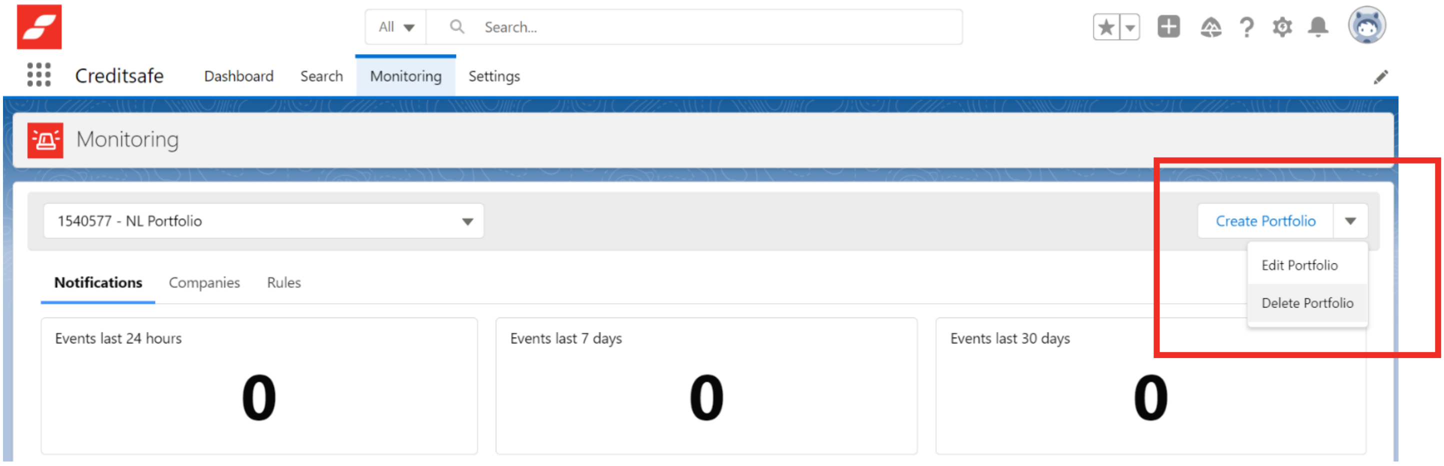


You can change the Portfolio Name, and also select recipients (from the list of users) for e-mail Notifications. Alternatively you can add the email, First and Last name of a recipient you would like to receive notifications.

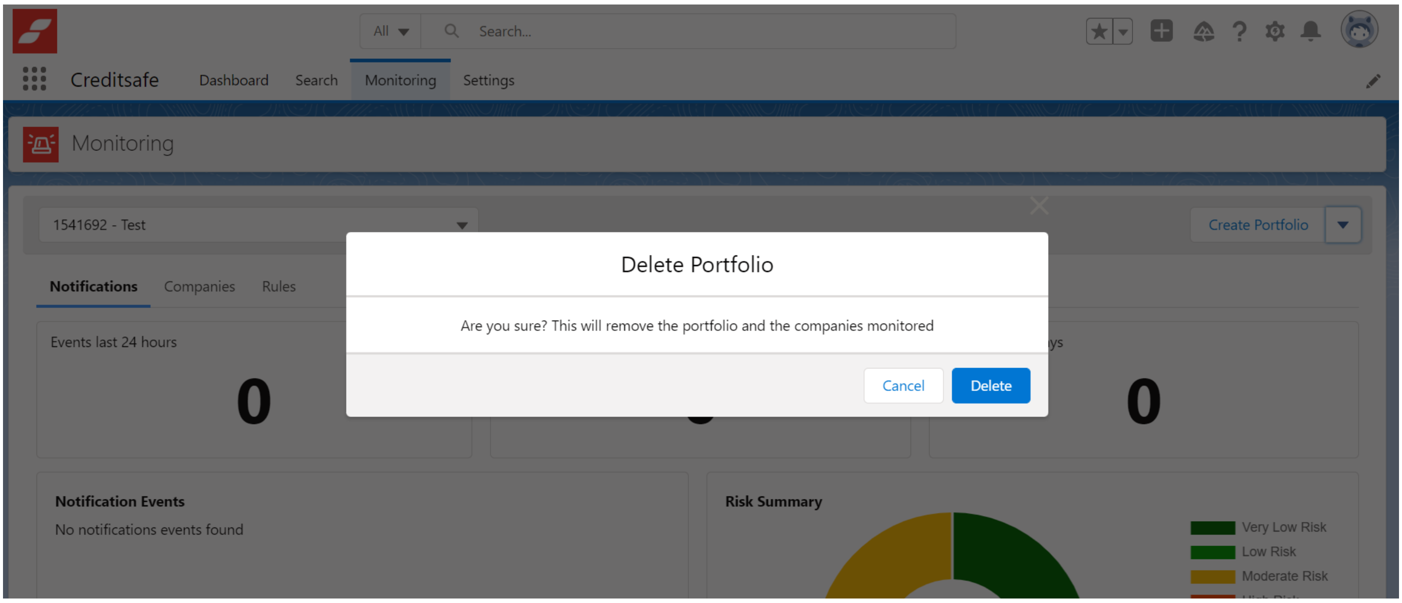


Delete a Portfolio

To delete a Portfolio, select the Portfolio you want to delete from the dropdown menu. Then select "Delete Portfolio" from the downward facing arrow.



Once you have selected "Delete", you will get a pop up message to verify that you are sure you want to delete the selected Portfolio. From here you can Delete or Cancel.



Rules Tab

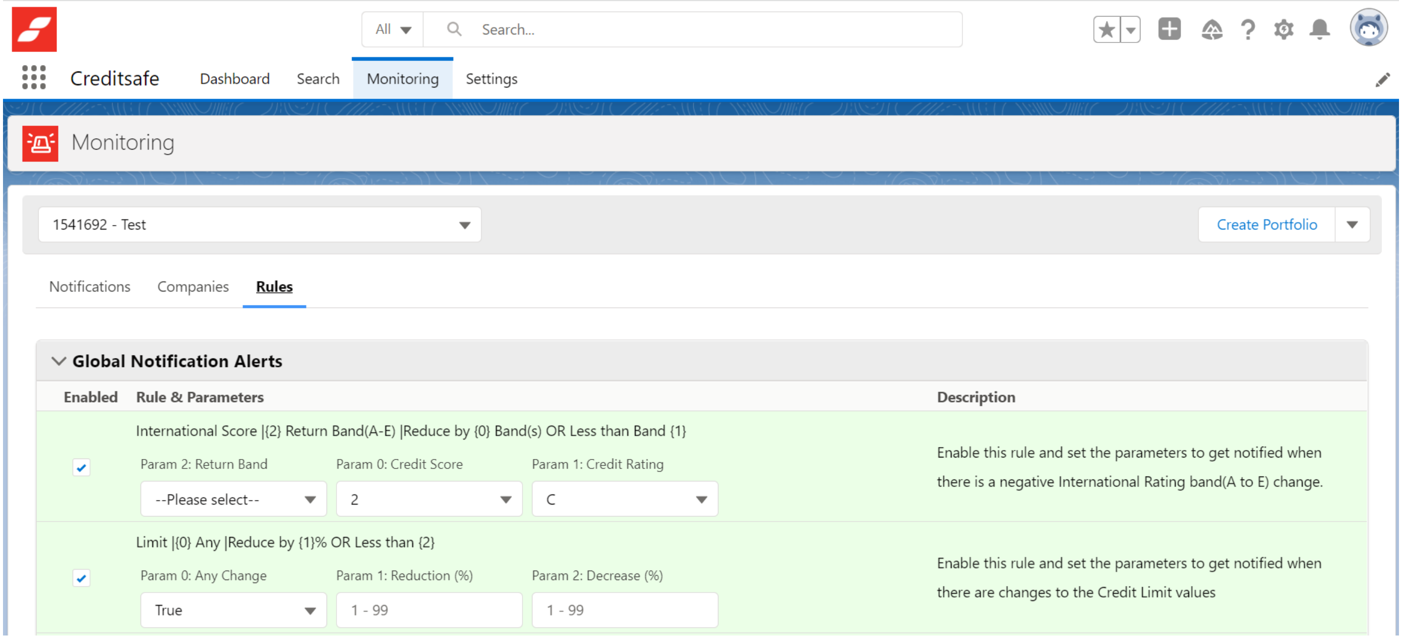
Notification Rules allows you to define which events they want to monitor for the Companies added to a Portfolio.

Global Monitoring Events include:

- Credit Score
- Credit Limit (user define value range)
- Company Name
- Address Change
- Director(s)
- Telephone Number

Score and Limit Events can have associated ranges, allowing you to input a reduce/increase by range. In this tab, you are able to easily set Notification Rules per Portfolio by selecting/de-selecting applicable Events.

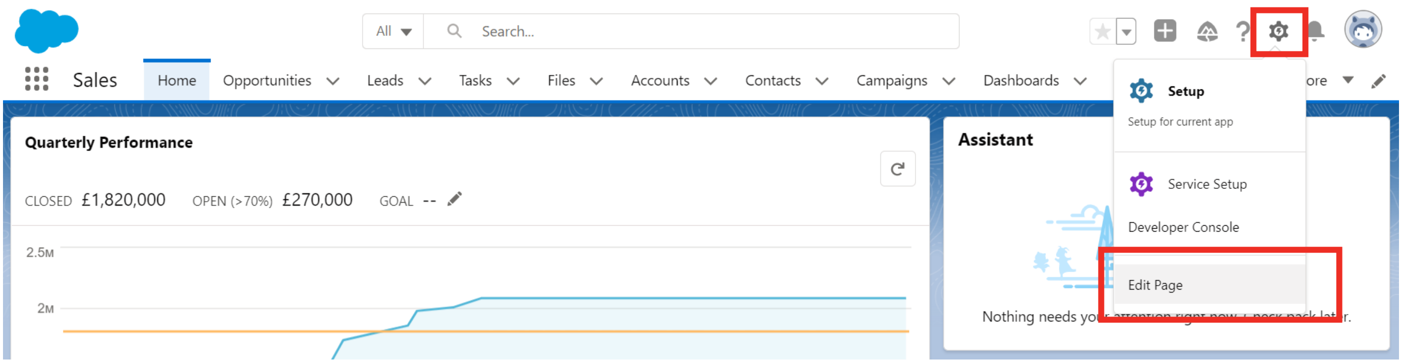
IMPORTANT: Country Specific Events are applicable per Country.



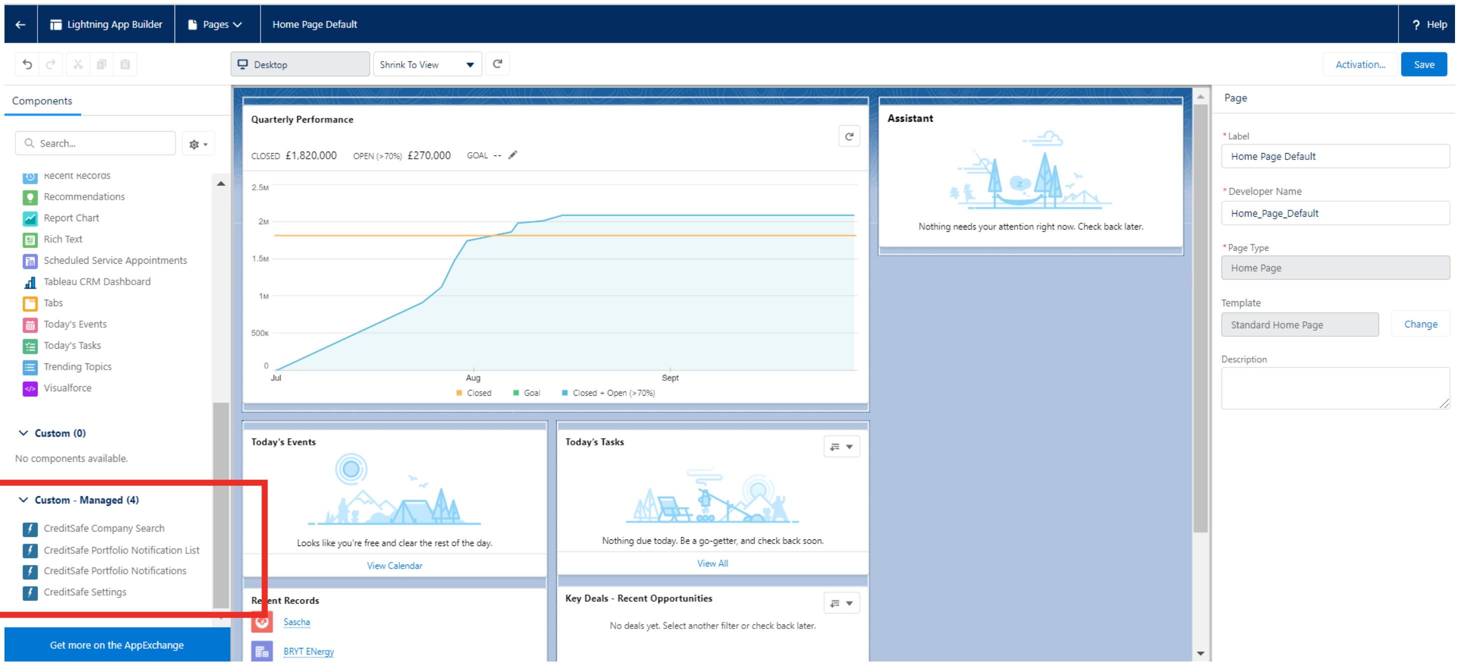
Components

Within the package, there are several custom components that can be added to a page layout to allow you to search and view reports, create Accounts and view monitoring events.

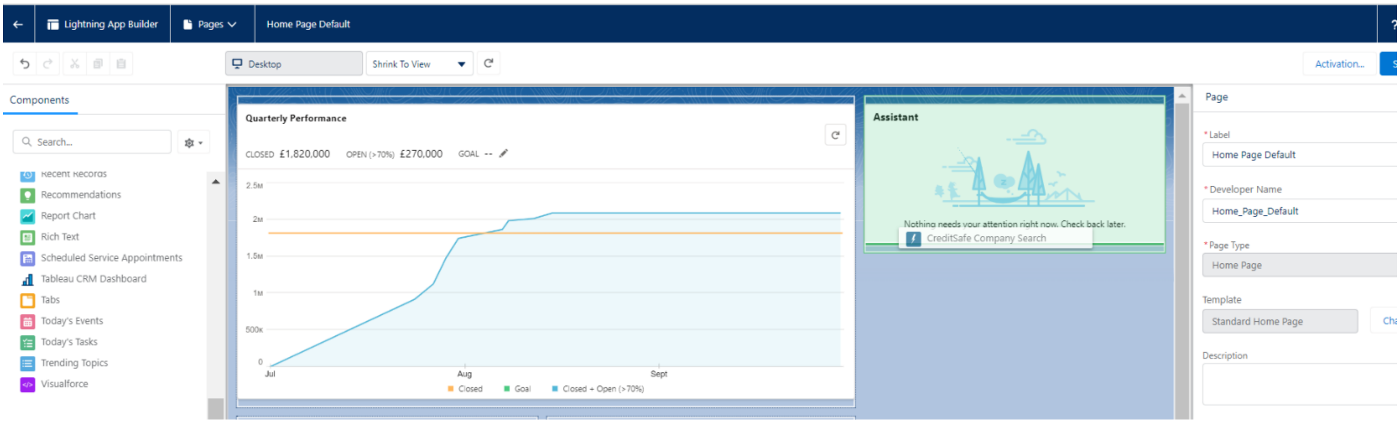
To edit an existing page, you can click the setup cog icon from the Home page, and then select "Edit Page" to create a copy of the current page to edit.



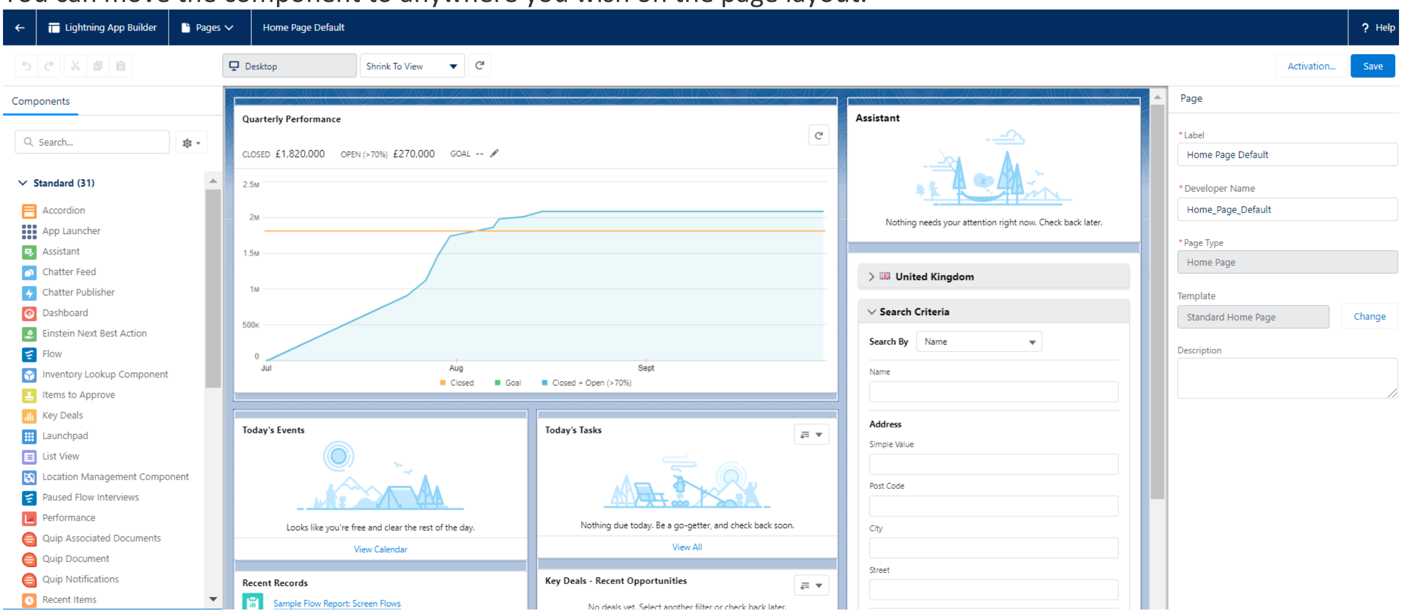
The left-side pane will display Lightning components that you can use, including both Standard and Custom Lightning components. The Creditsafe components are located under the Custom components.



To add any of the components to the page, drag the chosen component onto the page layout to any green highlighted area. This can be added to any Salesforce page.

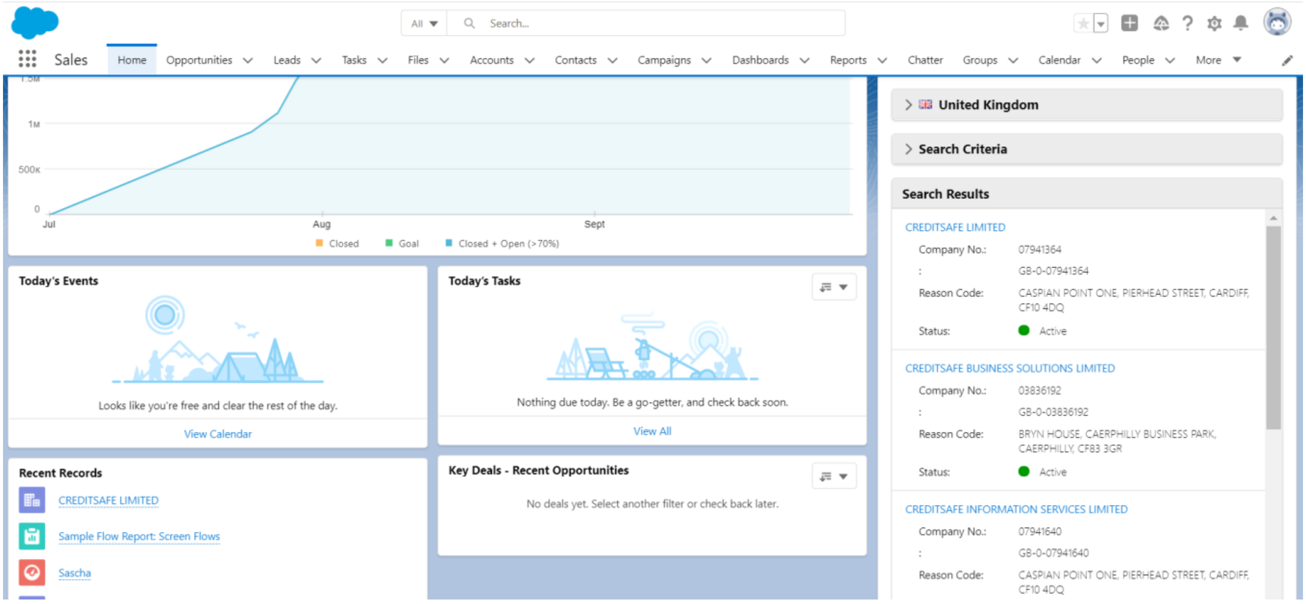


You can move the component to anywhere you wish on the page layout.

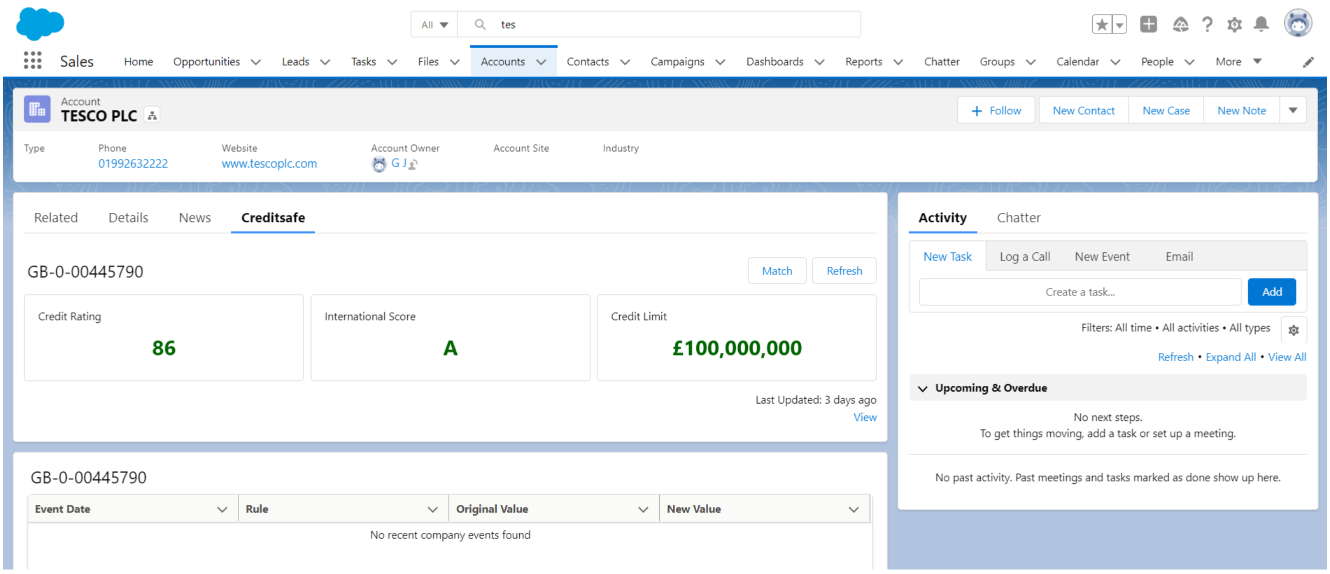


Click save and Activate the new page.

Once you have saved the page, you can use the Company Search feature directly from the page you are on.



You can also add Components to custom tabs where you can view Credit Reports and Events

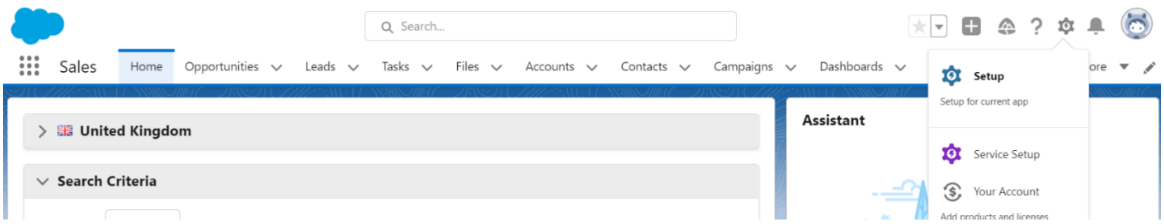


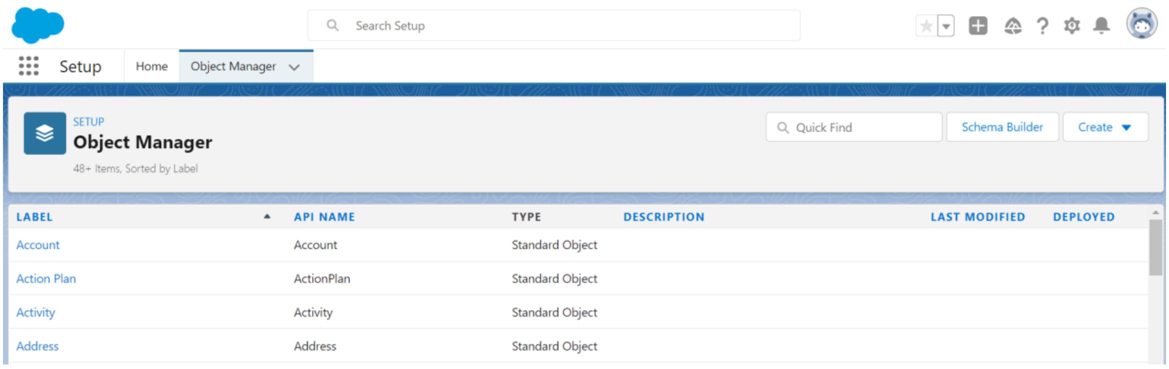
Add Accounts to Portfolios

To add an Account to a portfolio, you can do this from the Account Record page or from the Account List view. This enables you to monitor those companies within a specified portfolio.

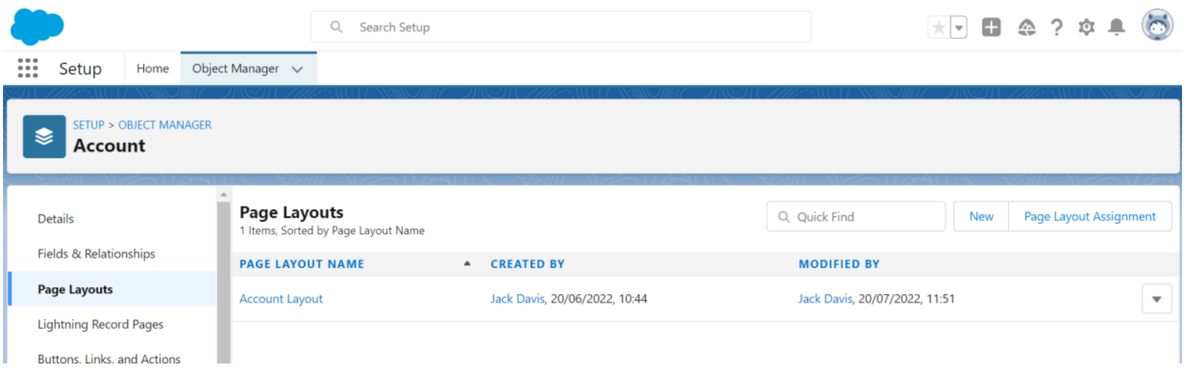
To add the Add to Portfolio Buttons your Account Record page, click Setup and then select Object Manager and choose Account.

Add Account to Portfolio Button onto an Account Record

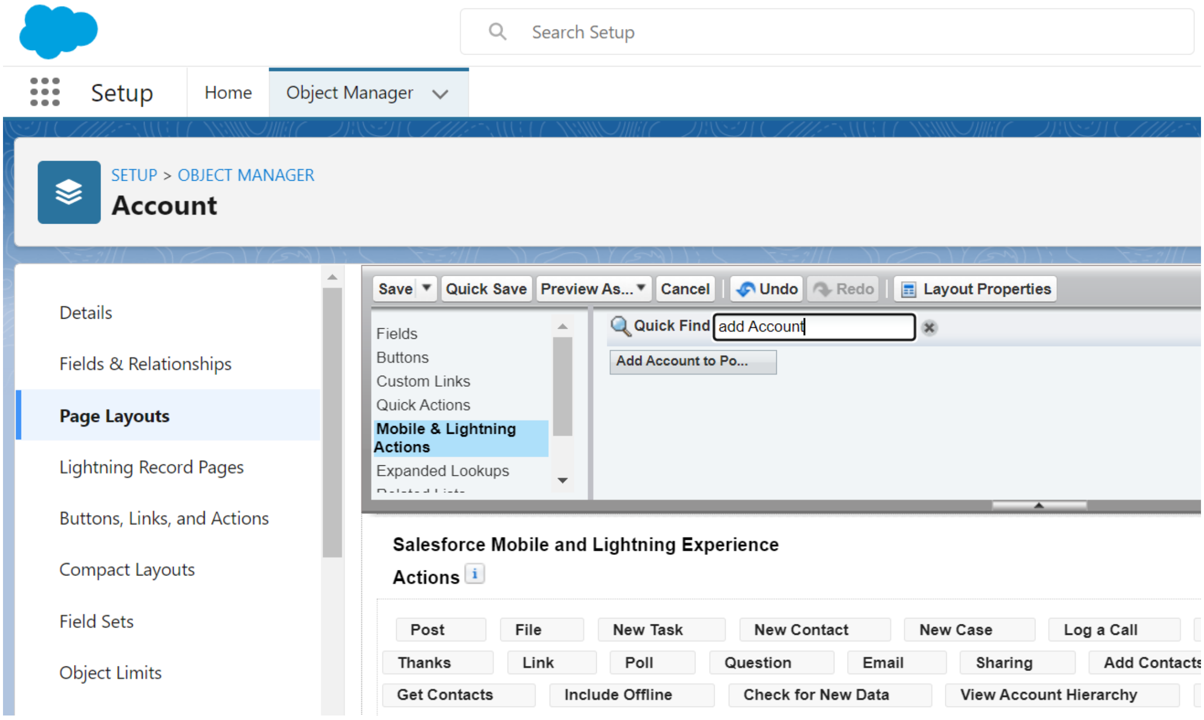




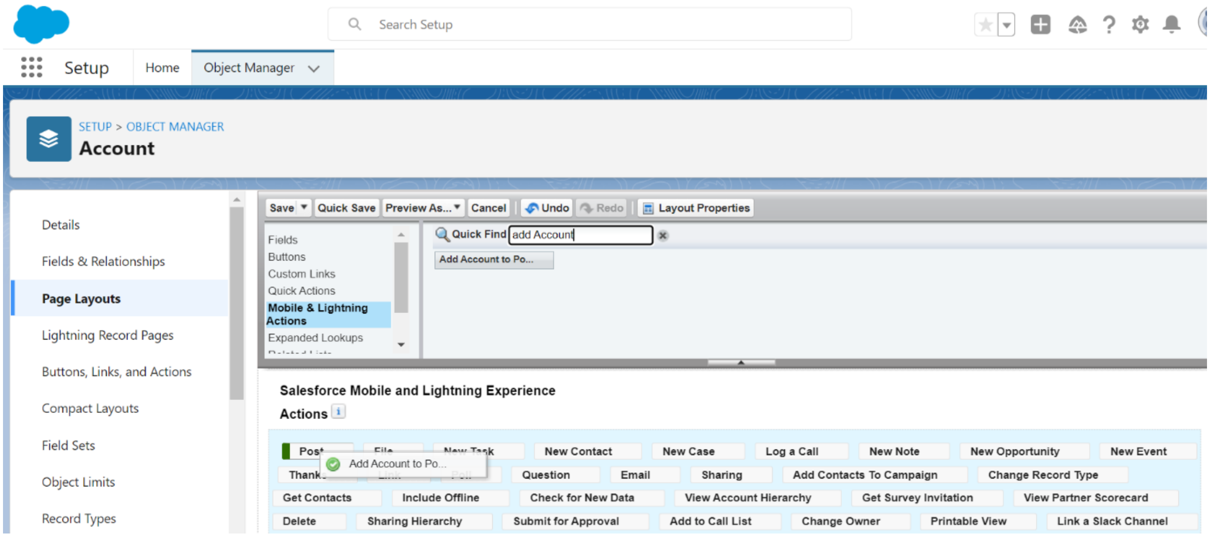
Once you're on the Account Object, select Page Layouts and edit the Page Layout where you want to add the Add Account to Portfolio button and click Edit.

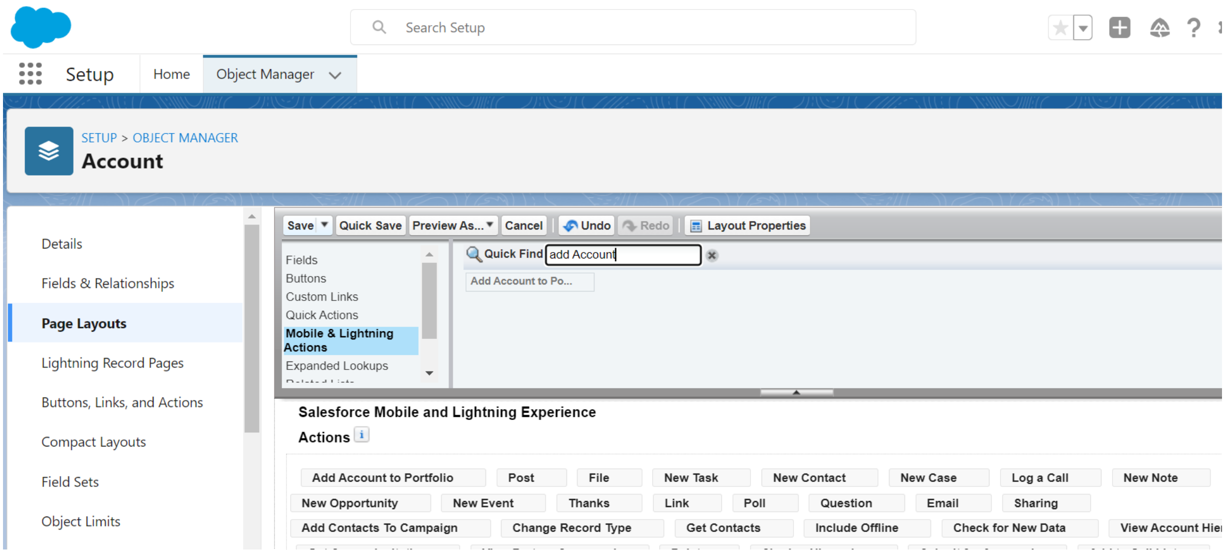


Scroll down to the Mobile & Lightning Actions and in the Quick Find box, type 'Add Account to Portfolio'. This will display the relevant button.



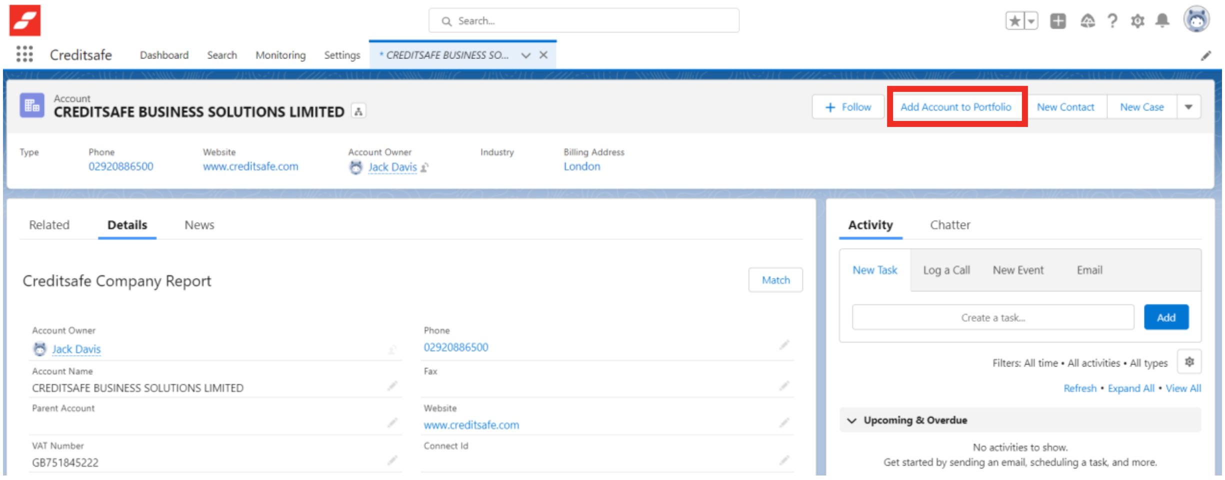
On the page, scroll down to the Salesforce Mobile and Lightning Experience Actions sections. You will need to drag the Add Account to Portfolio button into that section. A green checkmark will highlight where the button can be added. You can drag to re-order the button.





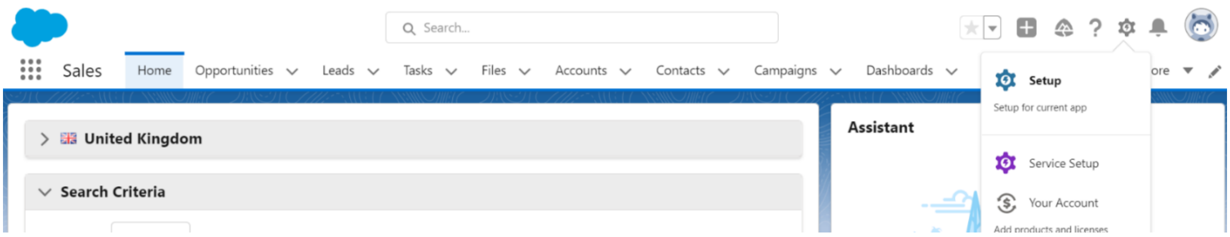
Once the button has been added. Click Save.

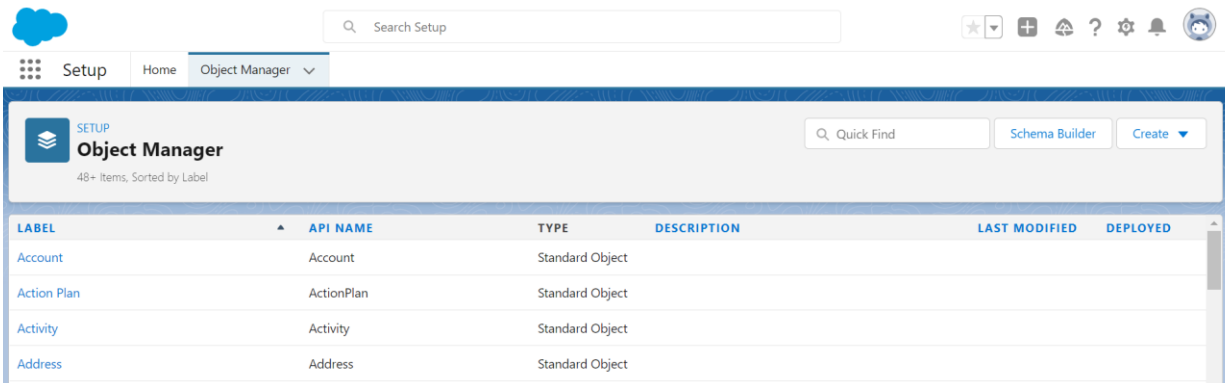
Navigate to an Account record, with the relevant page layout assignment. You will now see the button 'Add Account to Portfolio' displayed.



Add Account to Portfolio Button to List Views

To add the Add to Portfolio Buttons your List Views page, click Setup and then select Object Manager and choose Account.



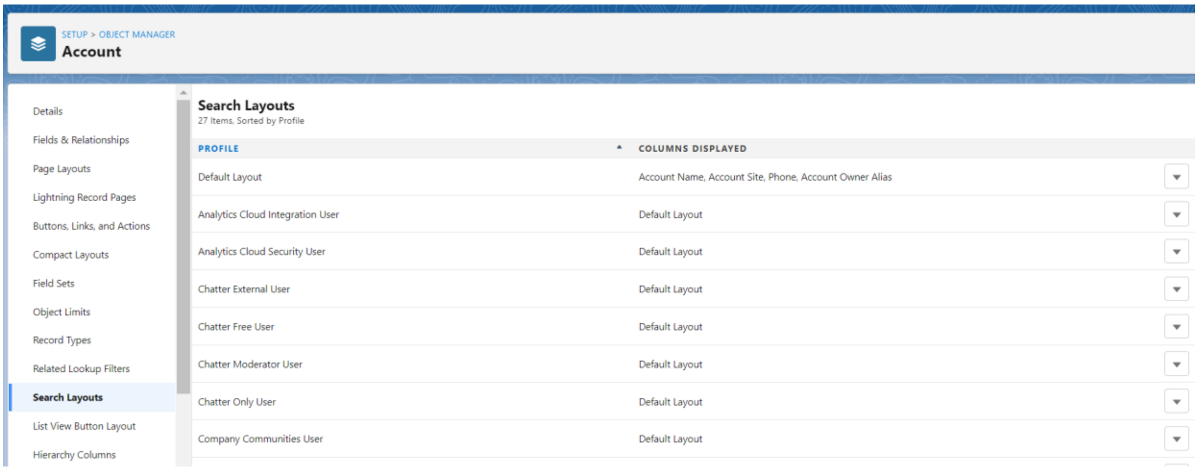


Once you're on the Account Object, select Search Layouts where you want to add the Add Account to Portfolio button and click Edit.

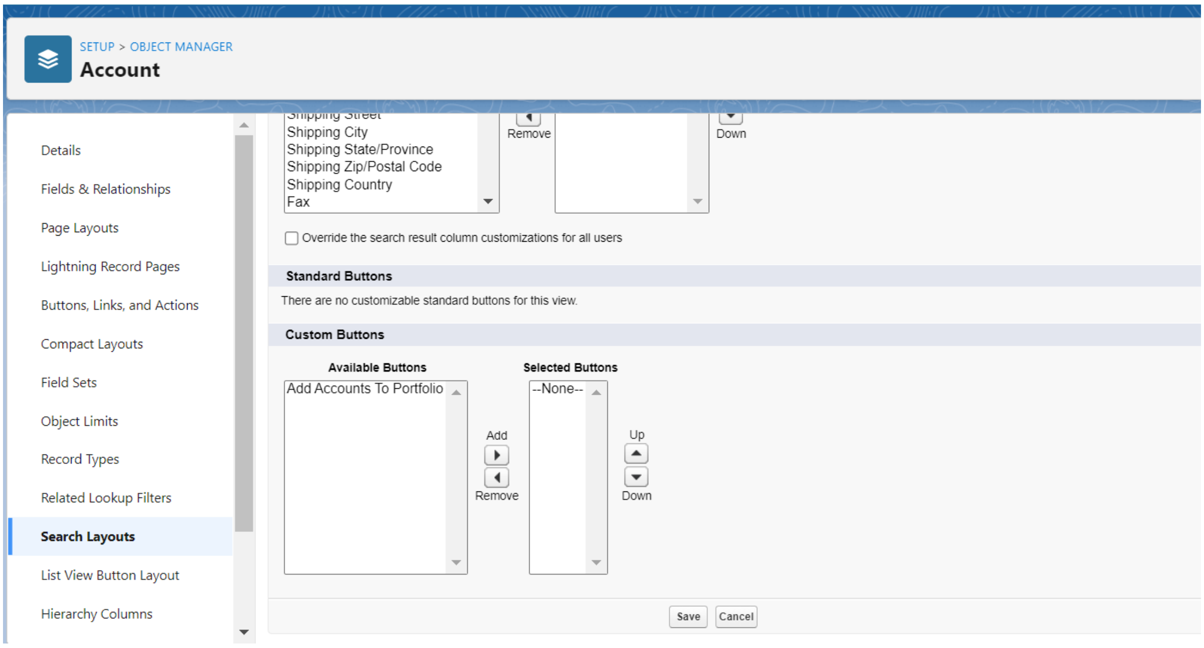
From Object Manager, you see two search layouts options:

- Search Layouts apply to Lightning Experience.
- List View Button Layout applies to Lightning Experience and Salesforce Classic

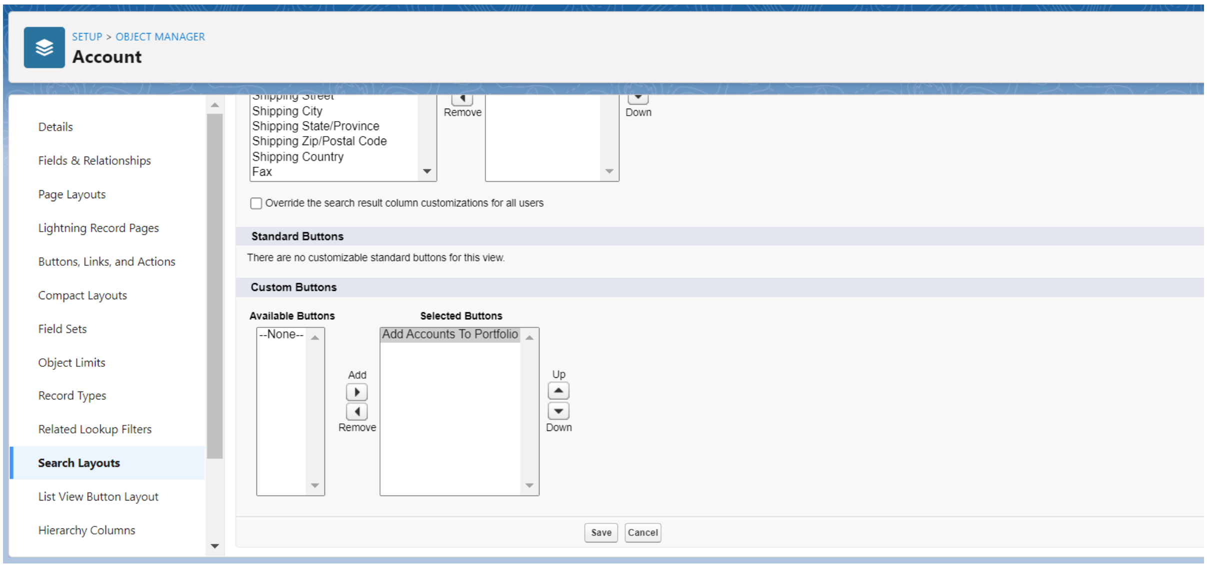
Search Layout



To edit the layout, from the drop-down menu across from layout Profile Name, select Edit. Scroll down to the custom button section within the Account Search Results.



To change what's visible on the page, move the Available Button 'Add Accounts to Portfolio' to the Selected Buttons using the Add or Remove controls. Click Save.



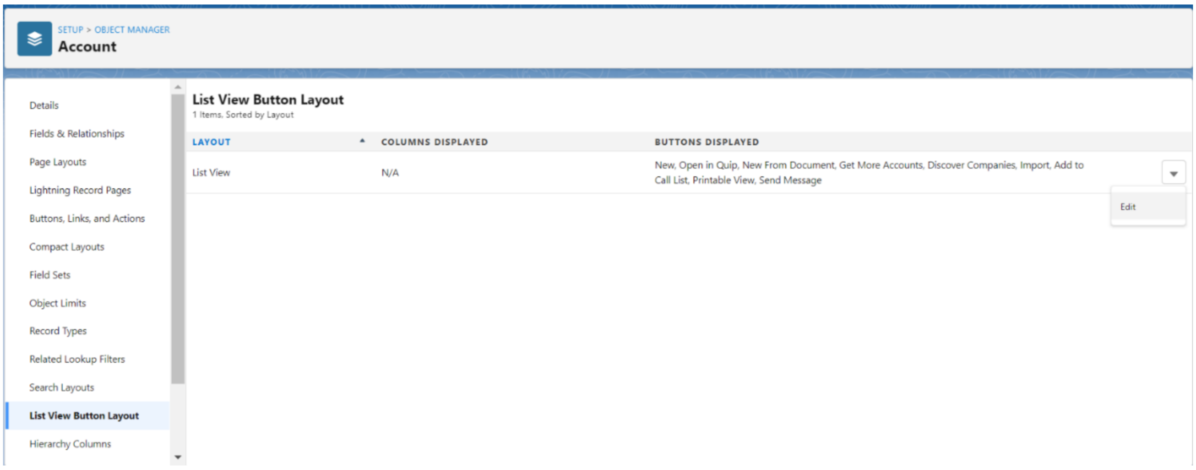
List View Button Layout

In Lightning Experience, you can select List View Button Layout. Use the List View Button Layout to add and remove the Add Account to Portfolio button that users see on all the list views for the Account object.

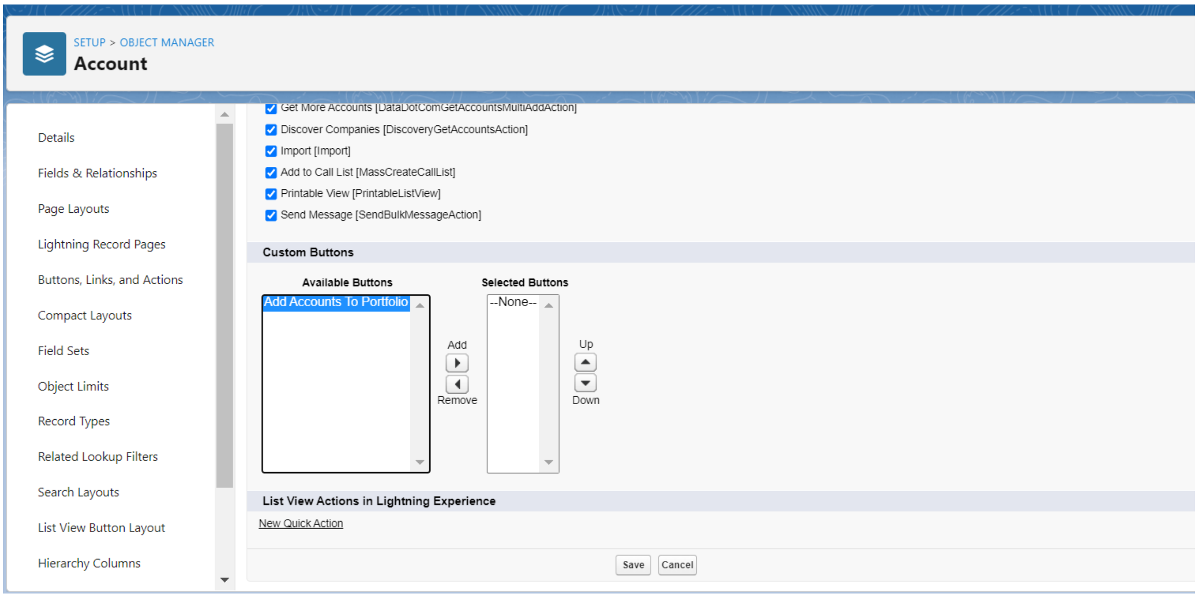
For example, if you remove the Add Account to Portfolio button from the account list view, that button is no longer shown on any account list view. The List View Button Layout applies to Lightning Experience and Salesforce Classic.

Navigate to Setup > Object Manager > Account > List View Button Layout

Click the drop-down arrow next to the “List View” layout and select the “Edit” value in the drop-down.



On the edit page for the List View Button layout, scroll down to the Custom Buttons section and select your new list view button.



Move the Available Button ‘Add Account to Portfolio’ to the Selected Button using the Add or Remove controls. Click Save. Return to the Account Object List view, you should be able to see your button on any list view.

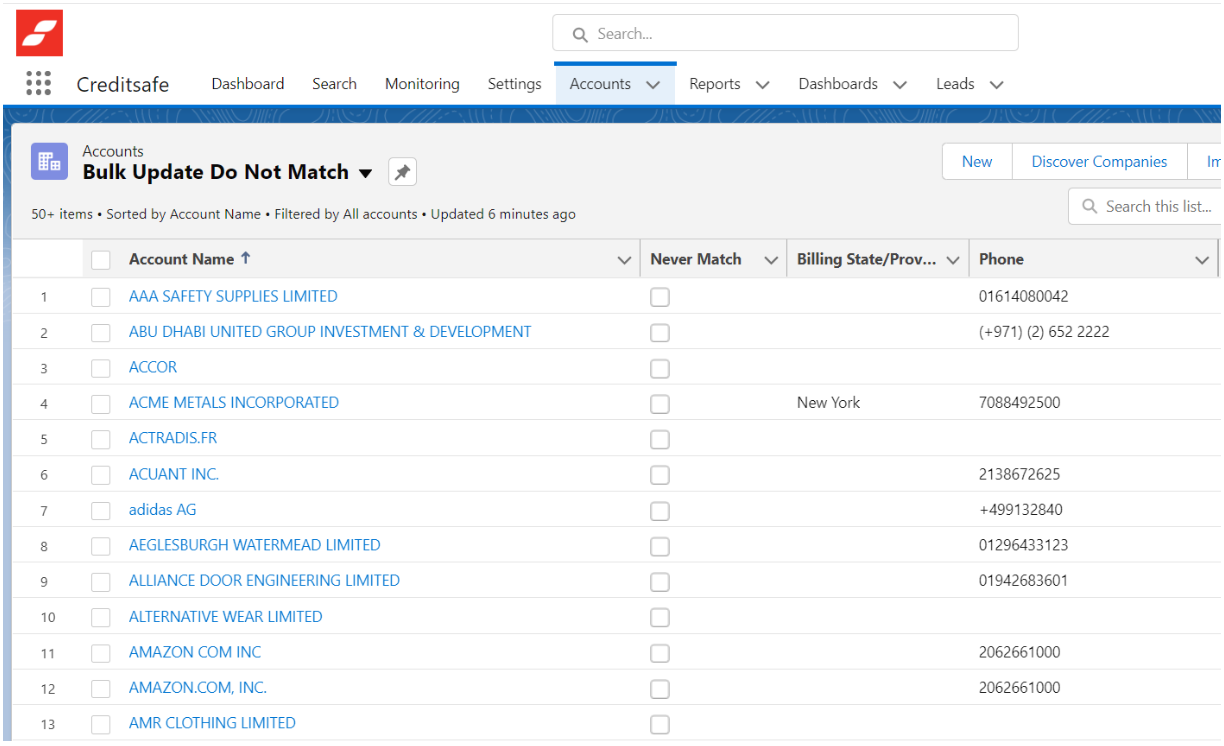
Bulk Never Match

To bulk update records you want to exclude from the automatic matching and enriching process, you will need to create a list view on the Account Object.

Create a List View

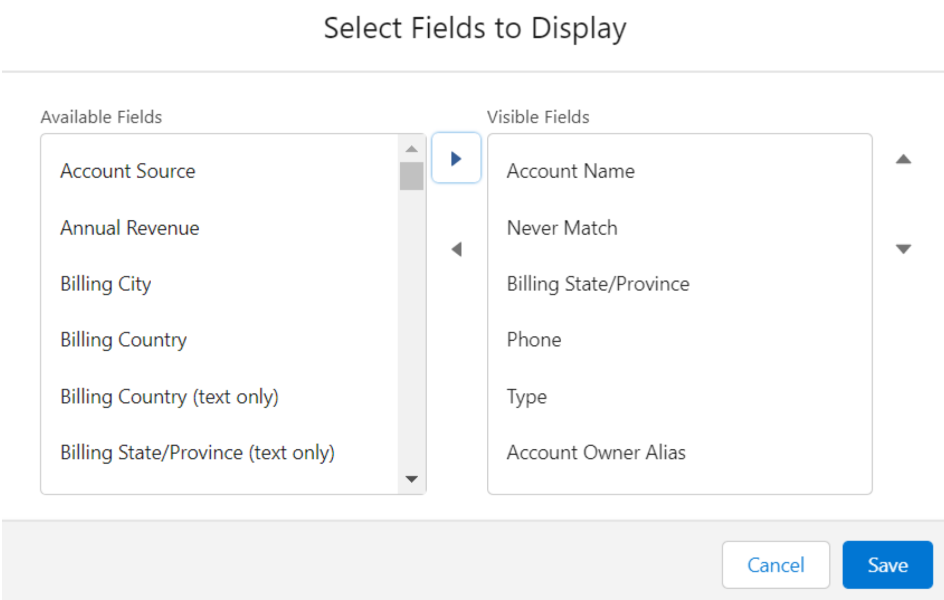
- From the App Launcher, find and select the Sales app and select the Accounts tab.
- From the List View Controls, select New.
  Name the list - in the example, the list view has been named 'Bulk Update Do Not Match'.
- Select which users can see this list view.
- Click Save.

So far, the list view is showing us all the accounts.



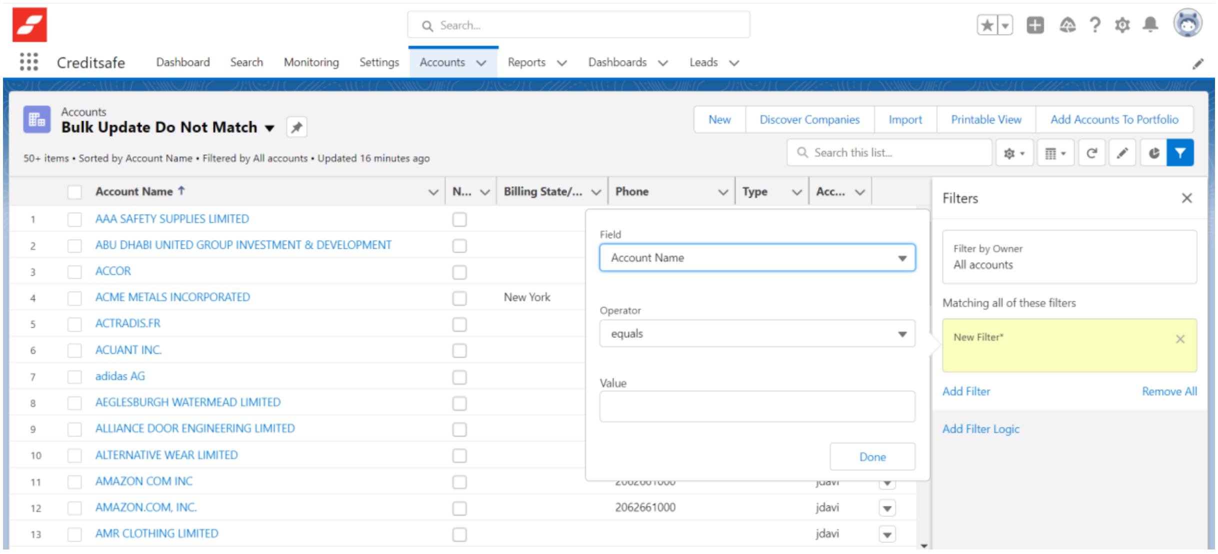
Set fields to display

- Click the gear icon and then Select Fields to Display.
  A picklist should pop up showing you two columns, one on the left with all your field choices and one on the right with all the fields being displayed.
  You can add the fields you wish to display by selecting them in the left column and clicking > to move them over to the right column.
- You can also remove fields from being displayed by selecting them in the right column and clicking < to move them back to the left column.
- If you want to reorder the fields being displayed you can select one or multiples and move them up and down in order by hitting the up and down arrows to the right of the fields being displayed.
- Click Save.



Set filter criteria

- From List View Controls, select Edit List Filters. Alternatively, click List View Filters icon.
- Edit, remove, or add filters to view only the records that meet your filter criteria. You have different options depending on the field you want to filter and the operator you choose.
- From the Filter by dropdown menu, select an operator. For example, choose equals, starts with, or excludes.
- For Value, make a selection or enter a value, then click Done.
- To apply the edited filters and update the current list view, click Save.



Edit multiple records

- Select the checkbox from the left of the records that you need to edit (select multiple records at a time).
- Hover over the cell to edit, and then click the pencil icon (top right) or double click the cell.
- Make your change in the editable cell or cells.
- Select the checkbox to update the selected items and click Apply.
- Click Save to update multiple records.

IMPORTANT: Currently you can only have one record type for the inline editing to work. To allow inline editing list views for multiple record types, you will need to add a field in Filter By Additional Fields (as above).

To enable inline editing for Account records, use Account Record Type | equals | *choose a record type from the list*. This only works with a single record type. It does not work for multiple record types in the same list view.