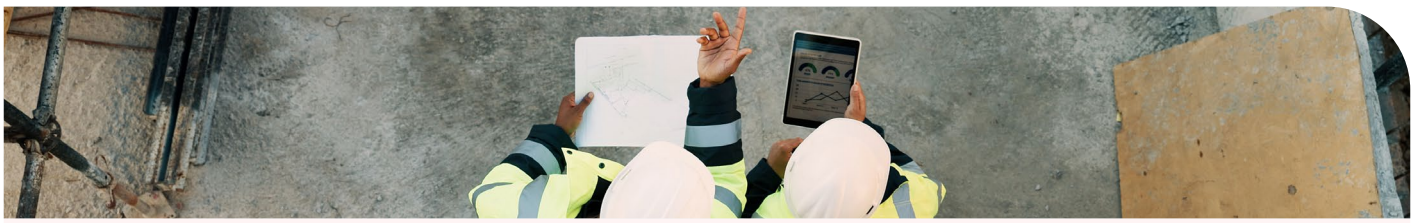
creditsafe



A Credit Risk Management Success Study

How Ritchey Metals Uses Creditsafe to Make Confident Credit Decisions and Support Customer Relationships.

Ritchey Metals is a metals foundry supplying zinc in the shapes and alloys its customers require. With sales involving truckloads of expensive and valuable materials, stakes are high. Deciding which customers to extend credit to, and which terms to extend, is an important part of protecting cash flow while building lasting business relationships.

Working closely with its sales team, Ritchey Metals uses credit risk insights to understand potential customers, assess vendors, and offer payment terms that reflect each company's circumstances. This approach helps the business pursue opportunities while managing its exposure to late payments.

For the last six years, Creditsafe has supported that process, giving Ritchey Metals access to the information it needs to make decisions quickly and keep track of changes across its customer base.

Time Using Creditsafe: 6 years

Products Used: Business Credit Reports, Domestic Monitoring

Challenge

For Ritchey Metals, strong customer relationships and careful credit management go hand in hand. The business wants to work with new customers and support larger contracts, but it also needs to understand whether those customers are likely to pay on time.

In the metals industry, late payments have a direct financial impact. Prices move daily, and extending credit means committing working capital to substantial shipments of material.

"Every day you're late with your net terms, it costs us money," explains Cheryl Walge at Ritchey Metals.

Before setting payment terms or approving a line of credit, Cheryl needs a clear picture of the business involved. That includes its credit scores, reported payment information, years in business, leadership changes, and connections to other companies.

The same scrutiny applies to potential vendors. When considering suppliers for projects, Cheryl needs to identify warning signs before bringing them into the business.

However, finding the right information needed to be straightforward. When evaluating other providers, Cheryl found that the cost and complexity exceeded what Ritchey Metals required.

"I need to get in, get out, and have a decision very quickly," she explains. **"I don't have time to weed through some of the stuff that's just irrelevant to what I'm looking at."**

Ritchey Metals needed a solution that could:

- Provide accessible credit information on prospective customers and vendors
- Support decisions on credit limits, payment terms, and discounts
- Flag changes that warranted attention from the sales team
- Deliver useful insights quickly and at an appropriate cost

Solution

Using Creditsafe's business credit reports, Ritchey Metals can review prospective customers early in the sales process. As the internal sales team develops leads, Cheryl runs reports to understand the businesses behind those opportunities.

She reviews credit scores alongside company background information, including years in business, leadership, affiliations, and reported payment data. The findings are shared with the sales team and help determine the payment terms and credit line Ritchey Metals will offer.

This allows the company to take a flexible approach to new business. Where the information indicates greater risk, Ritchey Metals may require prepayment for initial shipments. Where positive scores support the decision, the company can consider longer terms or substantial discounts for larger contracts.

"There are clear signs of, 'yes, we want to do business, but you're definitely going to be prepay," says Cheryl.

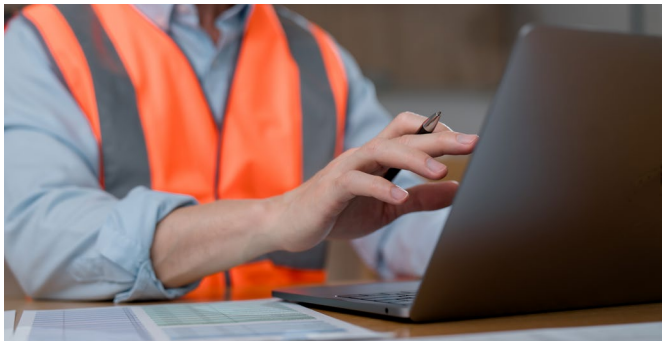
Rather than treating every prospect the same way, the team can structure a relationship around the information available. Limited information also becomes a reason for further discussion and relationship building, rather than an automatic assumption that a company is a poor prospect.

That process works alongside Ritchey Metals' personal approach to customer service. Good relationships with customers is a key pillar of Ritchey Metals' business, which means even difficult conversations about terms and payments need to be handled delicately. Cheryl partners with the sales team to explain account requirements and changes to terms, helping customers understand the decisions being made.

"We usually can, based on the things that we're seeing, work something out that everybody's comfortable with," she explains.

Creditsafe's domestic monitoring adds ongoing visibility. Cheryl receives daily reports that help her identify developments requiring attention and alert the relevant salesperson.

Monitoring also helps the team recognize positive changes. If a prospect's scores improve, that information can support a fresh look at an opportunity the business had previously been uncertain about.



Results

With Creditsafe supporting its credit decisions, Ritchey Metals can get the information it needs in minutes and put it to work across sales, account setup, and vendor reviews.

"Everything I need, I can have it done in minutes," says Cheryl. **"And I really don't have to go through a lot of hoops and craziness for it."**

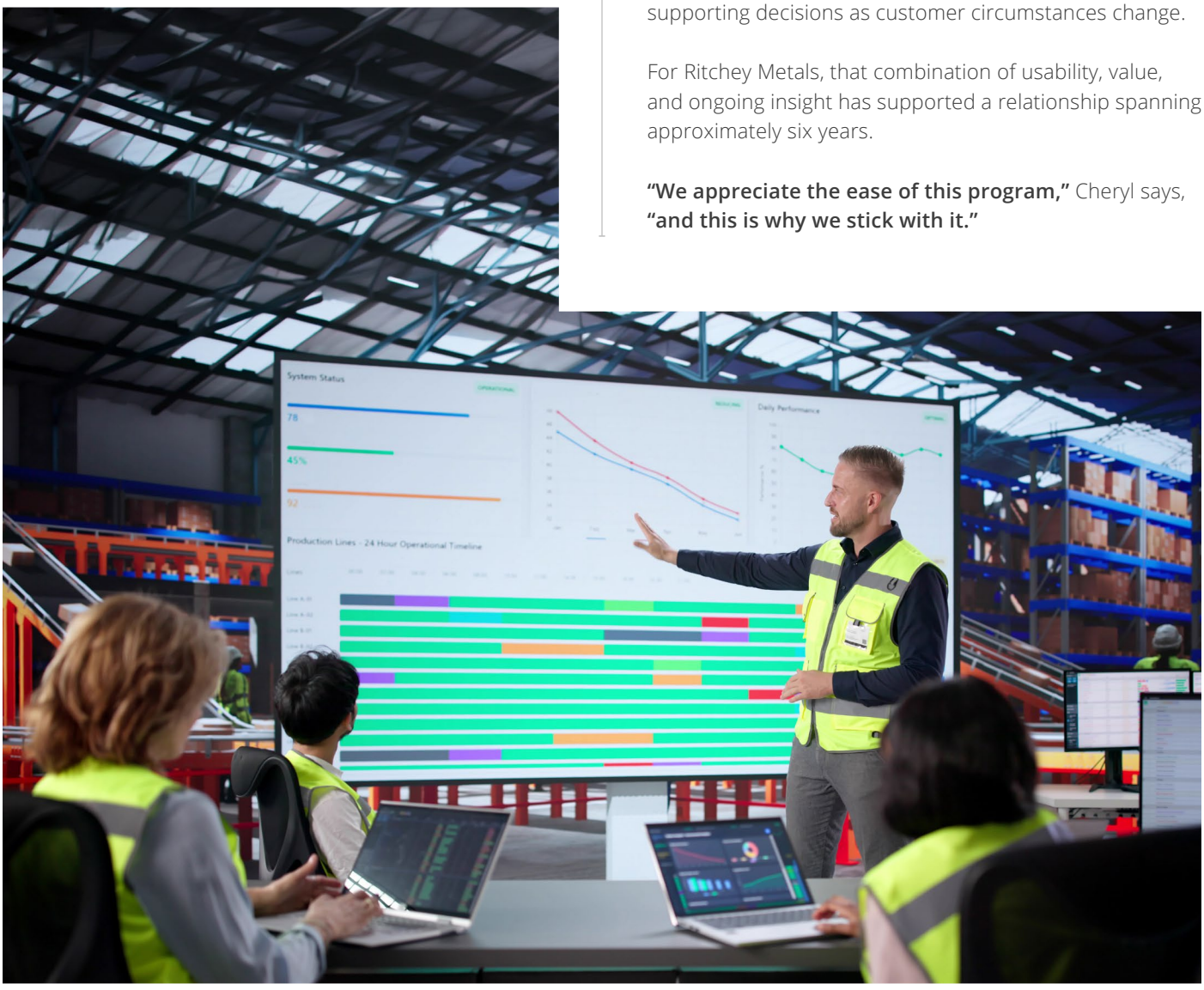
The reports help Ritchey Metals match its commercial approach to each customer's risk profile. The business can consider attractive terms for stronger prospects while using prepayment or more cautious credit arrangements where appropriate.

Cheryl also credits this approach with helping the company avoid pursuing collections by addressing risk earlier in the relationship.

Daily monitoring supports those decisions as market conditions change. With smaller casting businesses closing and larger customers continuing to grow, understanding the companies behind each opportunity helps Ritchey Metals decide where to focus its sales efforts.

Creditsafe has helped Ritchey Metals:

- Complete credit reviews in minutes
- Set payment terms and credit limits based on customer risk
- Assess when discounts and longer terms are appropriate
- Identify warning signs in potential customers and vendors
- Track credit changes through daily monitoring reports
- Support informed conversations between sales, finance, and customers



Why Ritchie Metals Chose Creditsafe

Straightforward access to relevant information.

Ritchey Metals needed a service that made it easy to find the information required for a credit decision. Creditsafe gives Cheryl a practical way to review businesses without spending time navigating unnecessary complexity.

Value that fits the business.

When comparing providers, Cheryl found other options too expensive for the level of use Ritchey Metals required. Creditsafe offered the functionality the business needed at a cost she considered worthwhile.

"I think we definitely get our money's worth out of this program," she says.

Visibility beyond the initial credit check.

Daily monitoring helps Cheryl keep the sales team informed about warning signs and improving credit scores, supporting decisions as customer circumstances change.

For Ritchey Metals, that combination of usability, value, and ongoing insight has supported a relationship spanning approximately six years.

"We appreciate the ease of this program," Cheryl says, **"and this is why we stick with it."**