

B2B RETAIL CASE STUDY

In 10 years, the retailer more than doubled volume and fully automated their underwriting process, end-to-end.

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OVERVIEW

MSTS serves all brick-and-mortar retail locations and thousands of business accountholders in a commercial closed loop credit solution.

The program facilitates purchases on terms for electronics, appliances and related services to business-to-business customers, in-store, through a direct sales channel and online.



In more than a decade of experience with the electronic retailer, the solution has grown to accommodate the requirements of public schools, furniture retailers, consumer-financing companies and Fortune 1000 enterprises.



public schools



furniture retailers



consumer-financing
companies



Fortune 1,000
enterprises

PROBLEM

Traditional business-to-consumer companies often focus exclusively on in-store transactions. They lack the technological tools and resources required to meet the demands of today's commercial customer AP departments, such as purchase controls and technology to provide invoices with SKU-level detail. The retailer, widely known as a B2C company, aimed to scale B2B sales by providing a purchase-to-payment experience that spoke to the unique requirements of commercial customers.

Unable to span across multiple sales channels.



SOLUTION

MSTS' Credit as a Service® (CaaS) solution provides a B2B payment and credit solution to extend credit and back-office resources to help them scale. CaaS provides Net 30 payment terms and extends exclusive lines of credit, as well as the back-office support they need. The retailer also has access to customized dashboards to leverage data for actionable business intelligence.

MSTS introduced automated application decisioning, and with real-time APIs, the MSTS credit system runs all applications through automated fraud checks to reduce risk. The system automatically pulls a business' credit report and instantly compares the results to the MSTS scorecard to provide an automated credit decision.

The retailer's customers also have the opportunity to request physical cards, customize purchase controls to manage spend and reduce risk of account misuse, establish parent/child hierarchies and utilize electronic invoicing integrations. The most common electronic invoice formats are EDI, XML and cXML.

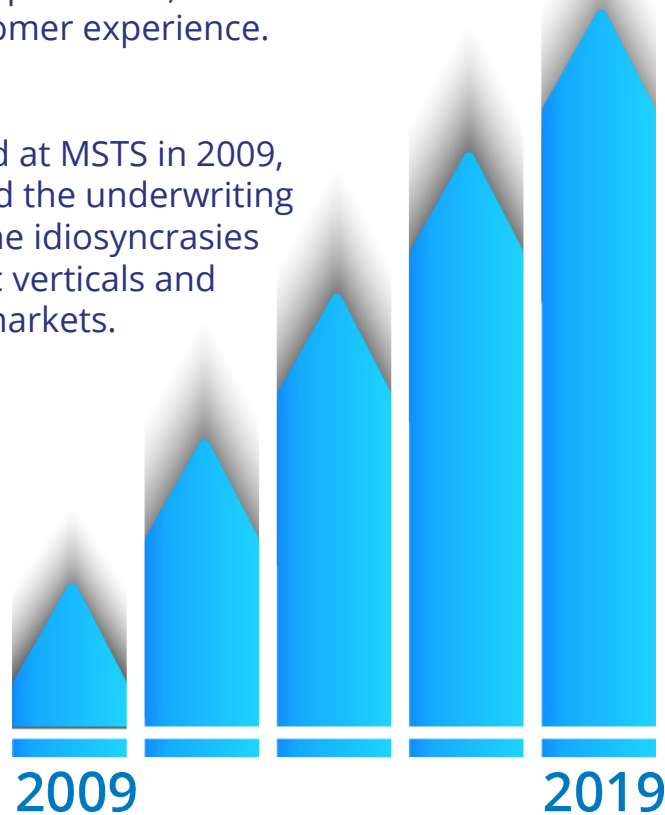
A branded online portal is available to customers to view:

- General account information
- Purchase history
- Account aging data
- Specific invoices
- Manage online users
- Request, activate and deactivate cards
- Make payments

RESULT

The end-to-end underwriting process is fully-automated, enabling customers to be onboarded within seconds of application receipt. By integrating the solution into multiple business systems, from in-store POS to internal ordering systems for sellers, MSTS was able to streamline business processes, decrease manual work and improve the customer experience.

Since the program launched at MSTS in 2009, MSTS has also differentiated the underwriting process to accommodate the idiosyncrasies of customers within specific verticals and helped them grow in new markets.



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