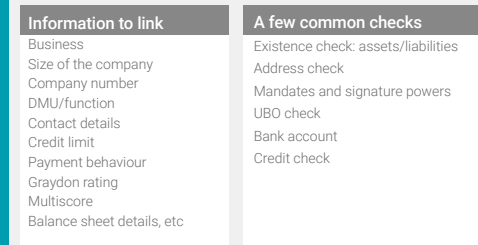


Webservices

Increase the conversion rate of your online forms

Graydon Webservices can offer you considerable assistance when it comes to completing online forms and CRM systems. This help applies both to people wanting to register online (via an e-shop), as well as those wanting to create a new client internally. All you have to do is enter the name of the company, plus the location, if you know it. All businesses that correspond to your search will then appear on the screen. Select the one you want and Graydon will automatically complete all of the information required. Using Webservices ensures a guaranteed increase in the conversion rate of online forms, helping to create a database that is both complete and uniform.



Information to link	A few common checks
Business	Existence check: assets/liabilities
Size of the company	Address check
Company number	Mandates and signature powers
DMU/function	UBO check
Contact details	Bank account
Credit limit	Credit check
Payment behaviour	
Graydon rating	
Multiscore	
Balance sheet details, etc	

360° view of the client

The person doing the registering only has to fill in a few details. Which means you can start with accurate information and gain an immediate 360° view of the client, thanks to the link to the underlying data.

- ✔ If you know the sector a business operates in and/or have an idea of the size of the company, you can then send the enquiry to the right person in the Sales department. And because you know where you are aiming, the likelihood of a successful conversion will increase considerably.
- ✔ The completed online forms are directly linked to your CRM/database or website. At the back end of the process, you can then immediately incorporate a credit check. For example: what is the company's financial situation? After that you can decide whether you want to work with this company and on what terms. These processes can be totally automated and it is even possible to place a business under surveillance.

Imagine that a company registers at your website and wants to make a purchase. With Webservices from Graydon, it's easy for you to decide whether the company registering can be given payment terms or whether it has to pay in advance – all without the person you are dealing with even being aware of it.

Graydon's qualitative database

Graydon has the most comprehensive and up-to-date business database in Belgium:

- ✔ **Number of businesses: 3.2 million**
- ✔ **Number of active businesses: 1.4 million**
- ✔ **Number of information specialists: 40**
- ✔ **Number of changes processed per year: 40,000,000**
- ✔ **Number of updates to contact persons relevant for new business databases: 70,000**
- ✔ **An infinite number of prospects and correlations using and combining hundreds of (big) data sources**

In brief:

- ✔ **Gather accurate, uniform data, no possibility of typos or other contamination**
- ✔ **Fewer details to enter, fewer (potential) customers who hang up, higher likelihood of conversion**
- ✔ **Get an immediate full picture of your business contact**

Webservices

How does it work?

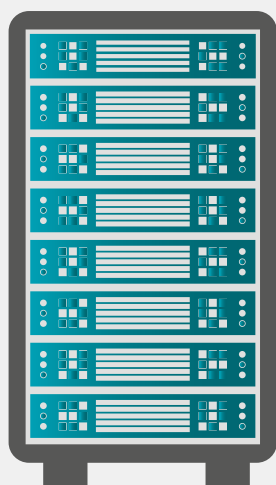
Step 1

Enter the name of the company and/or location to register. There may also be other fields, such as the postal code, street number or company number.

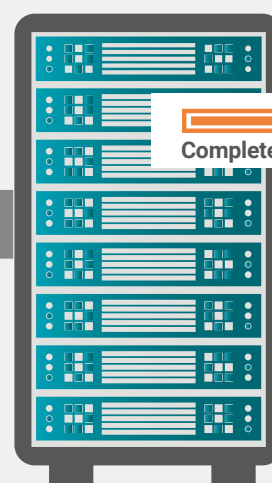
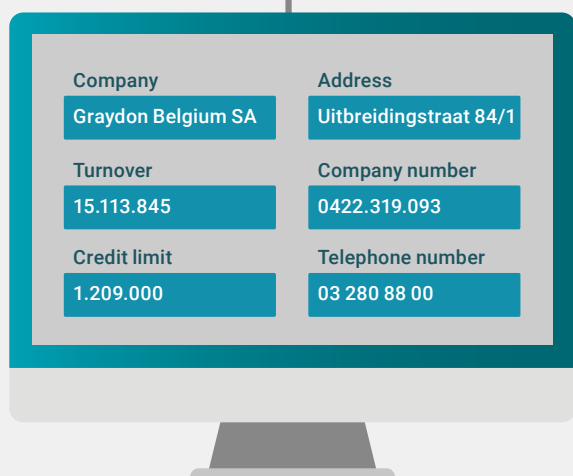
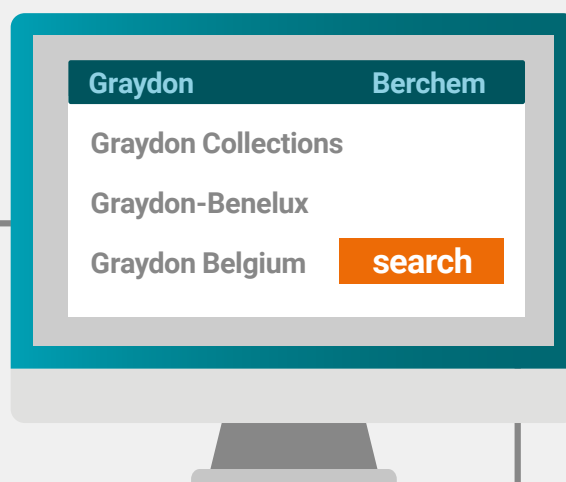
Step 2

All business corresponding to the selection will be displayed on the screen.

Graydon database



Research



Choice

Step 3

Select the company you want, after which all of the business details will be filled in automatically.

Your database / CRM

Step 4

All of the information is recorded immediately in your CRM/database.

Interested?

Our consultants are there to help you. Call **03 280 88 62** or send an e-mail to contact@graydon.be.

Find out more about our other solutions at

www.graydon.be