

Daylight Transport

Experian's information helps reduce risk and improve portfolio management.

Daylight Transport™ chose Experian Business Information Services to speed approvals, meet sales growth objectives, and manage risk and cash flow.

Client

Based in Long Beach, Calif., Daylight Transport is an LTL (less than truckload, i.e., smaller than 48-foot trailers) carrier that does coast-to-coast hauling. The company's key competitive advantage is its speed of delivery. Achieving speed is based on streamlining the handling process with direct loading and fewer stops, flexibility and innovation. In addition to providing excellent, quick delivery service, Daylight Transport emphasizes customer service and getting to know its customers, one aspect of which is the business information used for credit decisions.

Challenge/Objective

With a company culture of speed and customer service, Daylight Transport needed to make accurate but expedited business decisions just like it did with deliveries. The company also was looking for in-depth information to provide a comprehensive view of prospects and existing customers. Key challenges included:

- **New accounts** — The company required in-depth reports on prospective customers to determine the right level of credit terms.
- **Portfolio management** — With thousands of existing customers, Daylight Transport needed to track all customers but wanted to use resources only on higher-risk customers.

Resolution

Experian Business Information Services responded to Daylight Transport's challenges with a combination of reports, portfolio scoring and alerts. Combined, these products and services are helping the company make confident credit decisions.

To evaluate new accounts, Daylight Transport now uses key pieces of data, such as industry-specific information, along with BusinessIQ Premier ProfileSM, which includes Intelliscore PlusSM. The profile combines:

- A snapshot including the Intelliscore Plus score, days beyond terms, fraud alerts and derogatory public record filings.
- In-depth data on the company's tradelines, including details by tradeline, collections, public records information, number of inquiries and business registration details.

To aid in portfolio and resource management, Daylight Transport now uses Portfolio Scoring and Alerts. The scoring process identifies risks before they become major problems, reflecting another corporate objective of anticipating customer needs and issues. In addition, it allows the company to focus its efforts on properly treating risky customers to protect the bottom line.

Results

BusinessIQ Premier Profile, Portfolio Scoring and Alerts deliver the information and intelligence that Daylight Transport needs to continue to meet objectives of speed and customer service. The company is receiving the depth of information it requires to make appropriate credit decisions and understand its customers. The company expects to maintain a strong return on its investment as its credit decisions continue to protect its bottom line. In addition, the company is expanding its services with a new transportation management system, a major IT investment and a new terminal in Visalia, Calif.

“Our customer service – focused culture means we need to know our customers well. Experian’s BusinessIQ Premier Profile is one of the best reports in the market for giving us the total view of a company. We are also pleased with the ongoing innovation from Experian, with BusinessIQ and the integrated capabilities it provides.”

— **Ric Hans**, Credit & Collections Manager, Daylight Transport