Case Study

Leading Global FMCG company Achieves +58% Growth in Purchase Volumes with Predictive Credit Automation

A leading FMCG company with a turnover of nearly $1 billion, produces and exports a portfolio of beloved brands. Facing a saturated local market, the company needed to unlock revenue and profitability growth by maximizing opportunities within its existing customer base.

Challenge

- Limited room for expansion in domestic markets.
- Need to grow wallet share among existing credit customers.
- Maintain credit risk controls while driving higher purchase volumes.

Solution

Trade Shield implemented continuous predictive credit limit reviews across the company's 4,000+ credit customers. This proactive approach enabled the company to:

- Identify customers with capacity for increased purchasing.
- Adjust credit limits dynamically based on real-time risk data.
- Maintain delinquent debt and DSOs within acceptable ranges.

Impact

- + 58% Increase in Average Purchase Volumes per Customer.
- + 3% Growth in Active Buyers.
- Significant boost in overall business profitability without compromising credit risk.

Why Trade Shield

1 Advanced predictive analytics for credit risk.

2 Scalable automation for large customer portfolios.

3 Proven ability to balance growth and risk management.

Client Testimonial

"Trade Shield's predictive limit reviews gave us the confidence to grow aggressively while keeping risk under control."

Finance Executive
Leading Global FMCG company