Continental streamlines credit vetting to improve risk control with Trade Shield

Continental, a global leader in the automotive industry, needed a solution to streamline credit application vetting and empower its credit team with actionable insights. The goal was to reduce time spent on manual processes, enable sales teams to perform risk pre-checks, and strengthen collaboration between credit and sales for smarter onboarding decisions.

Challenge

- Manual vetting slowing credit approvals.
- Sales teams lacked tools to assess risk before onboarding.
- Need for recommended credit limits to support decision-making.

Solution

Continental implemented Trade Shield's credit automation and analytics platform, which delivered:

- Automated credit application vetting to reduce manual workload.
- Pre-check functionality for sales to identify risk before onboarding.
- Recommended credit limits powered by predictive analytics.
- Centralised tools to support collaboration between credit and sales teams.

Impact

- Significant reduction in time spent on credit vetting.
- Sales teams empowered to make informed onboarding decisions.
- Improved efficiency and stronger risk management across the organisation.

Why Trade Shield

1. Predictive analytics for smarter credit decisions.
2. Tools that bridge credit and sales for better collaboration.
3. Scalable automation for global automotive operations.

Client Testimonial

"Trade Shield has added so many positives. Our team spends less time on the credit application vetting process and allows them more time to focus on important credit management functions. It allowed our sales to do pre-checks on customers they may want to onboard but, importantly, first check to see if there is any risk. The system empowers our credit team with tools (recommended credit limits) to support sales and the organisation."

Ashwell Isaacs

Credit Management Team Leader, Continental Tyre SA