

CASE STUDY: ELECTRONIC EXPRESS®

# Versatile Credit Provides Electronic Express Customers a Private Credit Solution

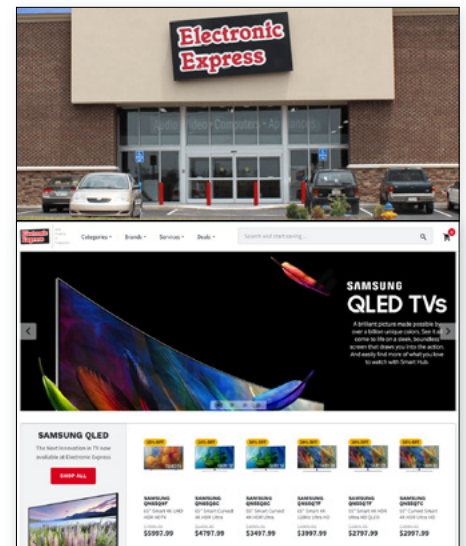
## THE CHALLENGE

Customer credit was a lengthy process requiring significant time for both the **Electronic Express** customer and store sales associates. Denials were embarrassing, leading many customers to pass on credit. And associates would have to input information again if the customer wanted to submit a denied application to a secondary lender.

Company officials wanted a faster solution that resulted in more applications and more approved credit—along with eliminating the need to store sensitive customer financial data.

## REQUIREMENTS

- *Allow customers to quickly and privately apply for credit*
- *Provide an option for declined applicants to apply with other programs*
- *Provide a self-service process that allows customer to enter application information without the assistance of store personnel*



*Since 1983 Electronic Express has been a leading retailer offering top quality, name-brand electronics for home, office or car. The company operates 16 storefronts in Tennessee and Alabama. Despite the store's low prices, many customers require credit to purchase high-end electronics, such as televisions, computers and major home appliances.*

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**THE SOLUTION**

Versatile Credit's online, touch-screen kiosks allow customers to privately complete the credit process in minutes. Decisions are returned in seconds. Denials by prime lenders can "cascade" to **secondary and no-credit-required options**.

There is **no paperwork** to store or destroy and sales associates are not involved in the process.



**THE RESULTS**

Electronic Express has installed Versatile Credit kiosks in 14 of its stores. Managers report **more credit applications and approvals, increased sales and an expanded customer base**. Since the kiosks store no data, there is nothing for the stores to protect.

Sales associates now spend more time selling merchandise as they are totally removed from the credit application process. It's a triple-win situation. Customers, employees and managers are all happy with a once tedious credit routine now made simple.

*"The sales people love the kiosks. They make financing a lot easier when there's no need to input information a couple of times. And we are seeing an increase in revenue by being able to offer more financing options to our customers."*

**Sam Yazdian**

PRESIDENT  
ELECTRONIC EXPRESS

Turning Shoppers Into Buyers

 **VERSATILE CREDIT**  
More Applications • More Approvals • More Sales

Contact us at 717-620-2544

[versatilecredit.com](http://versatilecredit.com)