Gauging expectations

Crif Decision Solutions has announced the launch of Credit Gage, described as a new and unique scoring tool. The product, which stands for Graded Analysed Growth Expectation, comprises scores relating to each company on the B2B database of marketing data provider, the Prospect Shop, a subsidiary of Bonnier Business Information and a sister company of ICC Credit. These scores, known as "Gage" scores, provide clients with the chance to segment companies based on predicted future growth. The scores have been tested against actual growth patterns and have proved robust and reliable.

Eamon Foley, Director of Crif Decision Solutions, says: "Scoring has proved an important segmentation tool in the banking, finance and insurance sectors. This innovative application of scoring to B2B data provides a powerful way of predicting future growth and future decline. It will enable credit professionals to manage their customer relationships more effectively, and list buyers will be able to improve the timing of their direct marketing campaigns".

Credit Gage examines the potential for growth in both sales and employee numbers. In addition to past performance trends, the scores include analysis from over 100 variables, including industry sector, financial information and director information.

For further information telephone CRIF on 01295 709755