Company History

Krome Technologies (www.krome.co.uk) are a UK based technology consultancy, who support their customers success through the selection, deployment and support of appropriate IT solutions.

Incorporated in 2009 following a management buyout, Krome have been using Ormsby Street's credit data services since day one.

Small business challenges

For many businesses, IT solutions are a large expenditure and so being able to purchase items on credit is a strong aspect of the sales decision.

As such, Krome need to ensure that their proposition remains attractive in the marketplace, which means offering credit, but they also need to ensure that they are only offering it appropriately, or else their own finances are at risk.

"We check every potential customer we come in touch with" which we do with a service that is 'very competitively priced."

Alex Rogers, Finance Director

How do they use CreditHQ?

"We check every potential customer who comes to our door to make sure we are offering credit or leasing appropriately," says Alex Rogers, Finance Director of Krome. "We try to do it as early in the process as possible so that our sales people know what they are able to offer."

Having suffered in the past with customer non-payment, Alex says that the 'simplicity of service makes checking easy' and as they are monitoring hundreds of customers they 'get an email every week highlighting the credit risks."

Krome have also in the past used the available debt collection tools, which, as Alex says "can be the prompt to get customers to pay their overdue invoices."

Robert Drury, Head of Product at Ormsby Street says that "As one of our longest standing customers, we love hearing from people like Krome to help us understand where the challenges for small businesses are when it comes to getting control of your finances. It all goes towards helping the continuous improvement of our services.."