

Business Services

Creditsafe has partnered with us for over a decade, supporting its customers with our leading identity and fraud solutions:

- Reaching even more genuine customers globally
- Complete customer KYC compliance
- Enhanced fraud capabilities
- Support customer debtor tracing

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The challenge



The solution



The outcome



“GBG’s products are trusted by leading businesses worldwide,” says Chris, Creditsafe’s Head of Risk. “They continually improve their product, offer superb support and view our partnership as a strategic opportunity. This collaboration has undoubtedly helped us grow faster together.”

Chris Hutchings, Head of Risk
Creditsafe

The customer

Creditsafe is a global leader in business intelligence and the world’s most used provider of business credit reports, serving over 500,000 clients with insights on 430 million businesses worldwide. Offering a comprehensive suite of B2B solutions across finance, sales, marketing, and compliance, Creditsafe transforms complex data into powerful decision-making tools.

The challenge

Back in 2015, Creditsafe wanted to help its customers verify business directors’ identities and conduct KYC and AML checks to comply with the EU’s upcoming 4th AML Directive. It already had an Identity partner in place but was unhappy with their sales and customer support.

“We wanted to offer our customers a much wider range of compliance solutions,” says Chris Hutchings, Creditsafe’s Head of Risk. “We ran a tender process and GBG immediately stood out from the other suppliers.”

The solution

Our identity intelligence was the ideal solution, running identity checks in seconds for fast onboarding and maximising customer pass rates with a wide range of reference datasets and sophisticated matching. But it was our ability – and willingness – to support the product that made us the perfect partner.

“They were ready to speak directly to clients and be on the end of the phone when anyone needed help,” explains Chris. “They already had solid processes in place to support us and our salespeople. They came in and taught them how to position the product and sell it.”

With our identity solutions built directly into Creditsafe’s Connect API, verifying identities became simple, seamless and very profitable. Success continued as we continued to launch new products over the following decade.

“We have a lot of high-volume users and GBG’s breadth of identity data, tech and people made their match rates so much better,” says Chris. “That had a huge impact, not just in recruiting new customers but on customer retention too.”

The outcome

By 2025, over 4000 Creditsafe customers were active users of our solutions. Our investigate solution has been the most recent highlight, with its extensive reference data and intuitive search functions helping Creditsafe's customers track down debtors and identify potential fraud.

"GBG's investigate solution is brilliant," says Chris. "The people who trial it, buy it. We've quadrupled the number of our customers using it in the last year alone."

Creditsafe also resells our online B2C data cleansing service. International identity coverage and fraud solutions are next on the agenda, with Creditsafe USA and France already using our identity verification solutions.

"We have 20 partners and, if we find a better solution, then we simply switch to that," says Chris. "But GBG continually improves its products and has a huge financial impact on our business – which is why this is our longest ever relationship by far. It's only a matter of time until we roll GBG out globally."

Our support continues to impress. "Our GBG account team are outstanding," says Chris. "Their reports show us where to put in extra effort, they join sales calls, run training and understand all the nuances in the data."



"Creditsafe are one of our biggest partners and we are theirs," says Paul Daley, Head of Partnerships at GBG. "Our decade-long relationship shows how strong our partnership and partner infrastructure are, and it continues to grow and get stronger each year. If you have an identity or fraud-shaped gap in your portfolio, we can fill it and support you to roll it out."

Start building trust today

✓ Verify ✓ Prove ✓ Protect ✓ Investigate

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Document authentication
Biometric verification
Identity fraud
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Know your business
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