

## INTRODUCTION

In 1996, Brett Hatton founded his company, Four Hands, offering a unique set of furniture from all over the world. High standards were created from the onset, as Hatton employed a policy that each piece of furniture be “touched” before sale. Customers immediately responded to his concept and the company found itself expanding quickly.

As Four Hands’ client-base grew, they realized that they required more resources in their credit evaluation process.

Additionally, as the opportunity to enter new markets increased, Four Hands started looking into trade credit insurance to add a layer of protection to their new and ever-expanding sales.

*“FGI Risk brought a better understanding of trade credit insurance and how we could really put it to work for our company.”*

— Maria Serratore-Gunter  
Controller

## NEED

In early 2009, Four Hands experienced some changes in their credit insurance coverage. Due to the disruption in credit markets around the world, insurance providers from all corners of the globe began to limit their exposures in certain market segments.

Four Hands began to experience some of the effects of this disruption by way of coverage cancellations and reductions. Moreover, obtaining coverage on new customers became more difficult.

One of Four Hands’ stipulations on their trade credit insurance policy was that they maintain their target coverage on each debtor. When the changes in coverage began to go into effect, and their credit insurance needs were not fully being met, there was an increased need for elevated management of this AR risk as well as insurance coverage monitoring.

Four Hands ultimately became interested in a service that could bring a level of expertise to the credit insurance processes, as well as to aid in fighting the increased negative activity on their policy. They looked for something that could assist them in solving coverage issues outstanding, as well as those to come.

## SOLUTION

Four Hands decided to utilize FGI Risk Services’ knowledge and experience in the trade credit insurance industry to assist them in their efforts to maximize their coverage. FGI Risk’s Proprietary T.R.U.S.T Program helped maximize the benefits of their coverage without adding any additional cost to the operation’s bottom line. FGI Risk was the only group that was able to offer the extensive and rigorous appeals process Four Hands was looking for.

## RESULTS

FGI Risk’s unique process of obtaining financials, as well as the company’s good-standing with all major insurance providers, allowed FGI to overturn 7 out of the 10 cancellations and reductions on Four Hands’ policy. The outcome of the additional help was an increase in the overall satisfaction and effectiveness of their trade credit insurance policy. With reinstated coverage, Four Hands was not only able to continue doing business with these customers, but increase sales to meet target revenue despite the downturn in the economy.

*“FGI Risk’s incredibly structured and easy to use program, helped us overturn the majority of our cancellations and reductions.”*

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