



Case Study

Entertainment Intelligence



A Payments Customer for Over 8 Years

Company Overview

Entertainment Intelligence is an information technology company that specialises in business intelligence and audience engagement. Ei's aim is to change the way the music industry collects, views and utilises data. They've built a tailor-made reporting platform in addition to ever-evolving solutions that help the industry truly understand their market, save time and increase efficiency. Ei is unique in its ability to seamlessly blend information, including social, sales and consumption data, from a limitless number of sources, tracking and analysing information at high speeds.

The Challenge

Entertainment Intelligence was looking for a foreign exchange and payments provider who could deliver a personalised approach to customer service, as well as consistent and reliable execution to ensure their payments were made each month on time and without complications. Ei found that with their legacy provider, it was often a challenge to get an account representative on the phone, and they knew they needed a new alternative.

Why Corpay

Initially, when Ei began a relationship with Corpay (previously Cambridge Global Payments and AFEX), they had just begun shopping for a partner. They knew they were looking for a responsive, transparent and accessible provider who would connect them with a personalised approach to making their payments. Despite having a relatively regular payment schedule, consisting of a small number of monthly payments to the same beneficiaries in the same currencies, they wanted a human approach, and the reliability of a dedicated support team. Corpay was recommended to Ei by a business partner of theirs, and stood out during the discovery phase. The account representatives also stood out for their knowledge and professional customer service.

The Solution

Entertainment Intelligence knows that Corpay's excellence in payment processing is only as good as the team that supports it, including their dedicated representatives that are available around the clock, responding quickly, facilitating transactions, and providing their expert assistance when needed. Ei finds a great amount of value in the reliability of the Corpay teams, and their transparency. They provide clear and consistent pricing information, manage expectations, solve problems efficiently, and deal promptly with queries.

“One day we realised that our incoming payments had become quite large, and we'd outgrown our legacy provider. A business partner of ours recommended Corpay and we're glad they did; the human element Corpay provides is hugely beneficial. Whenever we contact them, we know our transactions are going to get done, and we know that a real person is helping us get where we need to go. Other companies have tried to win our business but have failed to do so. It's a pleasure to work with the Corpay team.”

Erik Gilbert
Co-Owner & Director
Entertainment Intelligence

