



Gain insider information on your prospects and clients by simply connecting your Zoho CRM to a live Red Flag Alert database of over 6.5 million UK businesses.

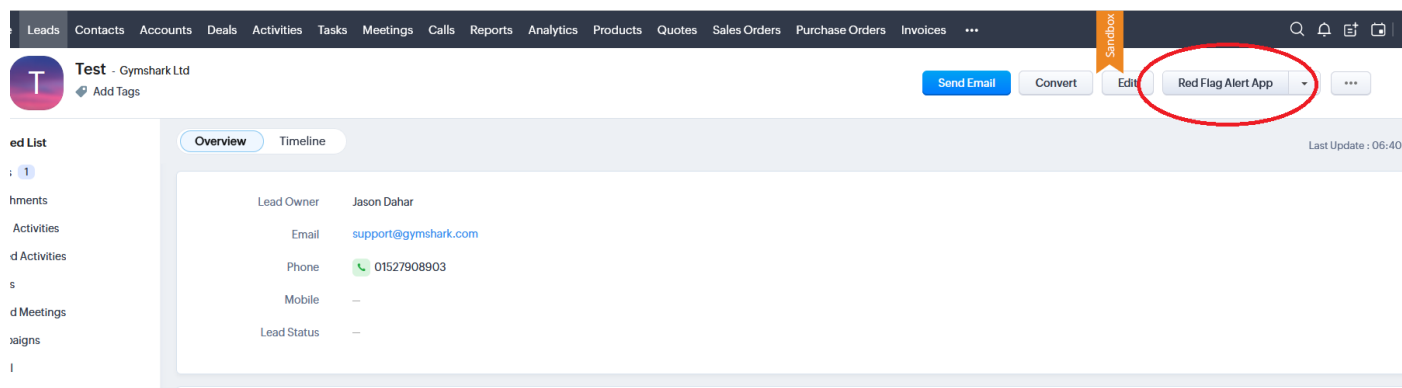
Version 1.54

## APP INSTALLATION

[Click this link to install App.](#)

### APP ACCESS

Click the Lead/Contact or Account record and click “Red Flag Alert App” button.



## APP AUTOMATION

### Monthly credit check/enrichment of account records.

If an account record has previously been credit checked/enriched, then our App will automatically refresh it on a monthly basis, an update email is sent to the record owner.

No credits are used for this automation.

## APP SETTINGS

Red Flag Alert App

redflagalert

Credit Check Find Contacts Find Leads Subscriptions **Settings** Help

CRM Field Mappings Other Settings Mass Accounts Credit Check Auto Enrichment

Module Accounts

Address: House/building Number None

Address: Street Billing\_Street

Address: Town Billing\_City

Address: Area Billing\_State

Address: Postcode/Zipcode Billing\_Code

Address: Country Billing\_Country

Save Close

### CRM FIELD MAPPINGS

If you have custom fields for addresses, you can map these fields for Leads, Contacts and Accounts.

### OTHER SETTINGS

#### Update Account: Account Name

If this is set to "ON", (by default its ON), when you perform a credit check the Account name will be updated with the company name from Red Flag Alert.

#### Update Leads: RFA Other Contacts

Update field "RFA Other Contacts" with all contacts found for the company.

#### Generate Leads: Check Lead exists in accounts.

Do not create lead record if it exists in the account module (i.e., searches by company number)

#### On Create Account: Auto generate contacts.

When an account record is created, create contact records for the company.

### GAZETTE NOTIFICATIONS

Every day we will check all your accounts against [The Gazette – Official Public record](#) for all notifications, if any are found, you will receive an email.

### MASS ACCOUNTS CREDIT CHECK

Allows you to mass credit check all your account records that have a company number.

### AUTO ENRICHMENT

Auto enrichment of lead records with Red Flag Alert Data. When you create or import records into your CRM with valid company numbers, the records will automatically be updated with Red Flag Alert Data.

CREDITS: Each organization enrichment will be one credit, if you have no credits, no enrichment will be done.

#### Auto Enrichment: Leads (Default Off)

## CREDIT CHECK

Update a lead or account with Red Flag Alert data.

**Button: Search by company name** - Search by company name, company number or postcode.

**Button: Search** – Performs the search.

**Button: Credit Check Refresh** - Updates all RFA data for the record.

Lead Name: **Gymshark Ltd** Auto Enrichment is **OFF** 99,999 of 100,000 Credits

Search by company name

Core Information | Mortgages | CCI's | RFA Full Report

**RFA Rating** Gold **Growth Score** Unknown **Creditor Days** 52 **CCI's** None **Credit Limit** 7,500,000 **Turnover** 349,054,000

[Linkedin Gymshark Ltd](#) [Linkedin Noel Mcelhinney](#) [what3words Location](#)

Company Number	08130873	Director(s)	Noel Mcelhinney, Niran Chana, Benjamin Francis, Matthew Dunn, Matthew Dunn, Christopher Reed
Incorporation Date	05-07-2012 (+10 Years Old)	Net Worth	110,260,000
Company Email	support@gymshark.com	Cash In Bank	33,029,000
Company Phone	01527908903	Website	uk.gymshark.com
Employees	758	Last Company Action	Asset Value Increase by 15% or More
SIC Codes	47640, 47190, 93290, 47710	SIC Group Description	Retail sale of cultural and recreation goods in specialised stores
SIC Description	Retail sale of sporting equipment in specialised stores	RFA Rating Description	Companies will be very healthy overall. They will have sound financials, a good history of filing compliance, with ideal levels of gearing (proportion of loan capital), optimal liquidity, and a generally favourable trend, with no significant or recent legal notices. Considered to be very low risk and open credit is recommended.
Trading/Registered Address	G S H Q, 3 Central Boulevard, Blythe Valley Park, Shirley, West Midlands, B90 8AB	Last Filed Accounts	31-07-2022 (+0 Years Old)
Last Updated	28-05-2023		

## Credit Check – Search results screen.

Red Flag Alert App

Found 4 company(s), select row & click update or double click.

Company Number	Company Name	Address	Type	Rating	Growth Score	Turnover	SIC Description	Generate
08130873	Gymshark Ltd	B90 8AB	Limited	Gold	n/a	349,054,000	Retail sale of sporting equipment in specialised stores	<input type="button" value="New lead"/>
13141039	Gymshark Nominees Limited	B90 8AB	Limited	Bronze	n/a	n/a	Other business support service activities n.e.c.	<input type="button" value="New lead"/>
12711328	Gymshark Group Limited	B90 8AB	Limited	Gold	n/a	484,476,000	Activities of other holding companies (not including agricultural, production, construction, distribution and financial services holding companies) n.e.c.	<input type="button" value="New lead"/>
10381284	Gymshark Holdings Limited	B90 8AB	Limited	Bronze	n/a	n/a	Activities of other holding companies (not including agricultural, production, construction, distribution and financial services holding companies) n.e.c.	<input type="button" value="New lead"/>

**Button: New Lead** – Create a NEW lead record for the company.

**Button: Update** – Update current lead with Red Flag Alert data.

## CORPORATE STRUCTURE

Displays the full corporate hierarchy related to the current company record, including parent and subsidiary companies.

Red Flag Alert App

RedFlagAlert Credit Check Find Leads Subscriptions Settings Help

Account Name: Pricewaterhousecoopers Lip Auto Enrichment is OFF 100,000 of 100,000 Credits

Search by company name: Pricewaterhousecoopers Lip Search

Core Information **Corporate Structure** Mortgages CCJs RFA Full Report Financial Conduct Authority

Level / Company Name	Company Number	Create	Create
0- Pricewaterhousecoopers Lip	OC303525	<a href="#">New account</a>	<a href="#">New lead</a>
1- ljm3 Usa Inc			
1- Pricewaterhousecoopers Alliance Limited			
1- Pricewaterhousecoopers Corporate Business Services Limited	08922267	<a href="#">New account</a>	<a href="#">New lead</a>
1- Pricewaterhousecoopers			
1- Pricewaterhousecoopers Panama S.r.l.			
1- Pricewaterhousecoopers Kuwait Limited			

### Button: New Account

Creates a **new account record** for the selected company in the table.

If a company already exists with the same company number, no new record will be created.

### Button: New Lead

Creates a **new lead record** for the selected company in the table.

If a company already exists with the same company number, no new record will be created.

## FIND CONTACTS

Enrich the current lead with contact data or create new lead records.

**Button: Search by website/Email** – search by website or email domain.

**Button: Search** - Search for contacts using the domain name.

**Button: Save** – Save data for current lead record.

The screenshot shows the Red Flag Alert App interface. At the top, there is a navigation bar with 'Credit Check', 'Find Contacts', 'Find Leads', 'Subscriptions', 'Settings', and 'Help'. Below this is a search bar with a dropdown menu set to 'Search by website' and the text 'uk.gymshark.com'. A 'Search' button is to the right. Below the search bar is a 'Lead Contact Details' form with fields for Name (Mitch Healey), Title (Global Retail and Events Director), Email (m.healey@gymshark.com), and a LinkedIn profile link (https://www.linkedin.com/in/mitch-healey-bb910480). At the bottom of the form are 'Save' and 'Close' buttons.

## Find Contacts – Search results screen.

The screenshot shows the search results screen in the Red Flag Alert App. It features a table with the following columns: First Name, Last Name, Email, Status, Position, Type, Social Link, and Generate. The table contains 10 rows of contact data. The 'Generate' column has a 'New Lead' button for each row. The second row, for Mitch Healey, is highlighted.

First Name	Last Name	Email	Status	Position	Type	Social Link	Generate
Ben	Francis MBE	ben@gymshark.com	verified	Chief Executive Officer	prospect	<a href="#">in</a>	New Lead
Mitch	Healey	m.healey@gymshark.com	verified	Global Retail and Events Director	prospect	<a href="#">in</a>	New Lead
Simon	Whitmore	s.whitmore@gymshark.com	verified	Product Manager	prospect	<a href="#">in</a>	New Lead
Niran	Chana	n.chana@gymshark.com	verified	Chief Commercial Officer	prospect	<a href="#">in</a>	New Lead
Serena	Perks	s.perks@gymshark.com	verified	Product Development Manager	prospect	<a href="#">in</a>	New Lead
Ilija	Daniel	daniel@gymshark.com	verified	Merchandising Manager	prospect	<a href="#">in</a>	New Lead
Steve	Hewitt	s.hewitt@gymshark.com	verified	Non Executive Director	prospect	<a href="#">in</a>	New Lead
Calum	Watson	c.watson@gymshark.com	verified	Global Partnerships Director	prospect	<a href="#">in</a>	New Lead
Rosalie	Terrv	R.Terrv@ovmshark.com	verified	Customer Experience Supervisor	prospect	<a href="#">in</a>	New Lead

**Button: New Lead** – Create a new lead record for the selected contact.

## FIND LEADS

Create new lead records, with the option to create additional lead records for each contact found for each company.

**Field: New record owner** - The user can assign the new lead records to another user within their CRM. Default to current user.

**Field: Create Director contacts** - If this option is ON, new lead records will be created for each director.

### Find Leads: Search Criteria

Red Flag Alert App

The screenshot shows the 'Find Leads' search criteria interface in the Red Flag Alert App. At the top, there is a navigation bar with 'Find Leads' selected. Below this, a status bar indicates '99,999 of 100,000 Credits' and 'Scheduler is idle (500 per hour)'. The main search criteria form includes the following fields and options:

- Campaign Name:** Campaign name
- Leads Record Owner:** Jason Dahar
- Repeat Scheduler:** On  Off
- Tag:** Tag
- Keyword Filter:** filter company name by keyword
- Company Type:** ALL
- Create Director Contacts:** On  Off
- Create Lead Contacts:** On  Off
- Contact Job Title Filter:** ALL OR Your own job title, separate by comma (i.e. actors, actresses, stuntmen)

At the bottom of the form, there are buttons for 'Search', 'Clear', 'Run Schedule', and 'Close'. A 'We're offline' notification is visible in the bottom right corner.

## Find Leads: Search Criteria – Results

Red Flag Alert App ✕


Ready to generate 1,616 Leads. Generate Leads Close ✕

Company Number	Company Name	Address	Type	Rating	Growth Score	Turnover	SIC Description
04856842	The Canny Company Limited	Greater Manchester, M3 4EL	Limited	Silver	Very Likely	640,000 (est)	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialised stores
04858402	Mjr Joinery Ltd	Lancashire, BB12 8DN	Limited	Silver	Very Likely	45,000 (est)	Joinery installation
09438309	M2 Construction (north West) Limited	Lancashire, BB5 6UG	Limited	Silver	Very Likely	55,000 (est)	Construction of commercial buildings
09441248	Nightingales Occupational Health Limited	Lancashire, PR2 9WT	Limited	Silver	Very Likely	n/a	Other human health activities
09299270	Guuk Limited	Lancashire, PR3 3XR	Limited	Bronze	Very Likely	365,000 (est)	Manufacture of other furniture
09572773	Cartwright & Rimmer Properties Limited	Lancashire, BB7 9RT	Limited	Gold	Very Likely	n/a	Letting and operating of own or leased real estate (other than Housing Association real estate and conference and exhibition services) n.e.c.
08043706	Al-quran Foundation (uk) Ltd	Lancashire, BB2 6SF	Private Limited	Silver	Very Likely	65,000 (est)	Other education n.e.c.
08053274	Simply Doughnuts Ltd	Lancashire, BB1 3AE	Limited	Silver	Very Likely	1,657,444	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialised stores
08058994	Siesta Sunbeds Limited	Lancashire, BB3 0SR	Limited	Bronze	Very Likely	35,000 (est)	Renting and leasing of recreational and sports goods
08514454	Barrowford Mot Test Centre Limited	Lancashire, BB9 8NY	Limited	Bronze	Very Likely	45,000 (est)	Technical testing and analysis
08672978	Longchamp Limited	Lancashire, PR3 3JS	Limited	Gold	Very Likely	n/a	Fitness facilities

**Button: Generate Leads** – Create new schedule record, which creates the lead records.

## Scheduler List - Displays all the find lead campaigns you have created.

Red Flag Alert App ✕

 Credit Check Find Contacts **Find Leads** Subscriptions Settings Help

Find Leads - Enrich your CRM on every UK business, giving you insights to deliver best-in-class sales and credit risk. 99,999 of 100,000 Credits

Scheduler is idle (500 per hour)

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Company/Contacts Scores SIC Codes Filters Dates & Ranges Location **Scheduler Lists**

Campaign Name	Status	New Leads	Duplicates	Total Records	Records Left	Tag	Type	Frequency	Next Run
Test2	Finished	6,693	3,110	9,718	-85	n/a	Once	n/a	n/a
<b>Totals</b>		<b>6,693</b>	<b>3,110</b>	<b>9,718</b>	<b>-85</b>				

Search Clear Run Schedule Close Delete Schedule

**Button: Run Schedule** – Allows you to force run a waiting schedule.

**CUSTOM FIELDS CREATED BY APP**

<b>Module: Leads</b>	<b>Module: Accounts</b>	<b>Module: Contacts</b>
RFA Company Number	RFA Company Number	AML Create
RFA Rating	RFA Rating	AML House Number
RFA Growth Score	RFA Growth Score	AML Middle Name
RFA Credit Limit	RFA Credit Limit	AML Option
RFA Creditor Days	RFA Creditor Days	AML Reference
RFA CCJs	RFA CCJs	AML Request Id
RFA CCJs Amount	RFA CCJs Amount	AML Result
RFA Net Worth	RFA Net Worth	AML Status
RFA Cash In Bank	RFA Cash In Bank	Social Media URL
RFA Incorporation Date	RFA Incorporation Date	
RFA SIC Codes	RFA SIC Codes	
RFA SIC Description	RFA SIC Description	
RFA Directors	RFA Directors	
RFA SIC Group Description	RFA SIC Group Description	
RFA Company Id	RFA Company Id	
RFA Campaign Name	RFA Last Company Action	
RFA Last Company Action	RFA Last Filed Accounts	
RFA Last Filed Accounts	RFA Last Updated	
RFA Last Updated	Social Media URL	
RFA Other Contacts	What3Words URL	
RFA Scheduler ID		
Social Media URL		
What3Words URL		



## Zoho App

### Digital IDV & AML

Make Anti Money Laundering Compliance Easy with Red Flag Alert

Red Flag Alert provides a comprehensive AML service that is low cost, evolves with regulations and allows you to prove your audit trail. Our data also conforms with GDPR and other data protection laws.

## WHAT OUR APP CAN DO

Our app enables you to conduct Digital ID Verification (IDV) and Anti-Money Laundering (AML) checks on your CRM contact records, and it facilitates the attachment of the completed check reports.

You have the option to monitor the check progress manually, or our scheduler can automate this process for you.

### Check Types:

- **IDV - IDV is an Identity Verification, this involves a 'selfie' and capturing a picture of photo ID (Driver's License or Passport). 2 Credits**
- **IDV + AML - This will issue an IDV check ('selfie' and photo ID) which will then take address information and verify this data against FCA approved data sources. 4 Credits**
- **IDV + AML + PSAM - This will issue and IDV check, perform an address verification, and conduct a PEPs (Politically Exposed Person) check, check International Sanctions' lists, and global Adverse Media. 5 Credits**
- **IDV + PSAM - This will issue an IDV check ('selfie' and photo ID), then conduct a PEPs (Politically Exposed Person) check, check International Sanctions' lists, and global Adverse Media. 3 Credits**
- **AML - This will take address information and verify this data against FCA approved data sources. 2 Credits**
- **PEPS, Sanctions, Adverse Media - This will conduct a PEPs (Politically Exposed Person) check, check International Sanctions' lists, and global Adverse Media. 2 Credits**

### App Authorization

Each user will initially be required to authorize the app by using their username and password they use for the Red Flag Alert Portal login.

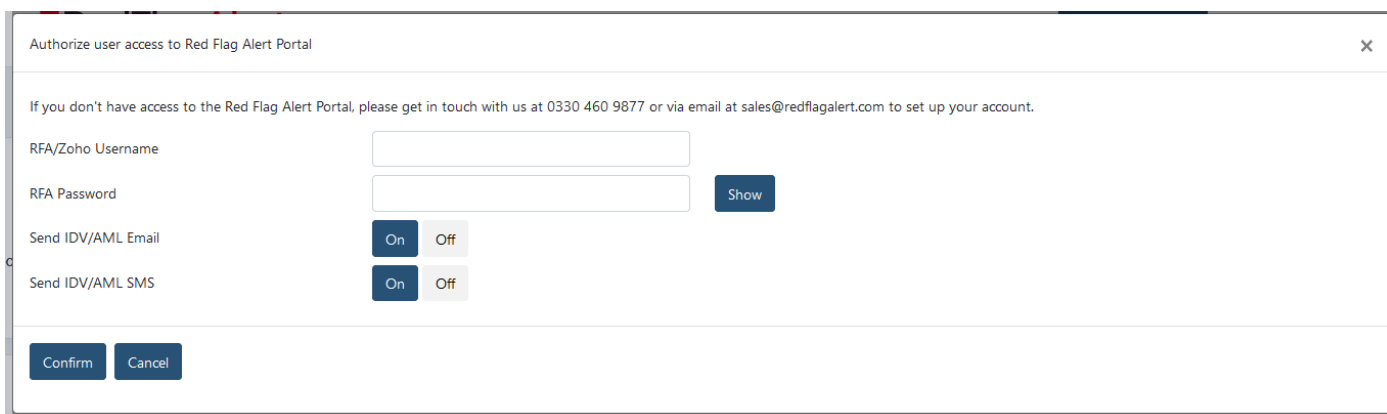
### Credits

Credits are allocated at the Account or CRM level, rather than the user level. Whenever you initiate a new check, credits will be deducted.

### App Launcher

Open a contact record and click “Red Flag Alert App” button.

## AUTHORIZE APP / SETTING



Authorize user access to Red Flag Alert Portal

If you don't have access to the Red Flag Alert Portal, please get in touch with us at 0330 460 9877 or via email at sales@redflagalert.com to set up your account.

RFA/Zoho Username

RFA Password

Send IDV/AML Email  On  Off

Send IDV/AML SMS  On  Off

### Send IDV/AML Email

When this setting is off, the app will not send the customer an email, allowing you create your own email template.

### Send IDV/AML SMS

When this setting is off, the app will not send the customer an SMS message, allowing you create your own SMS template.

The field AML URL on the contact module will contain the link for the customer.

## APP HOME SCREEN

Red Flag Alert App ×

**RedFlagAlert** Find Contacts **Digital IDV & AML** Settings Help

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Digital IDV & AML - Contact Name: **Jason Dahar** 992 of 10 AML Credits

AML Status <b>COMPLETED</b>	AML Results <b>PASSED</b>	Type <b>AML</b>	Check Id <b>49711</b>	Last Updated <b>15-03-2024 (1 days)</b>
RFA User Email <b>jason@torasoftware.co.uk</b>	Red Flag Alert <a href="#">Portal</a>	Check Document <b>PDF Document Attached</b>		

**New** **Update** **Resend** **Authorize App** **Close**

### Button: New

Create a new Digital ID Verification (IDV) and Anti-Money Laundering (AML) check.

### Button: Update

Update the Status and Results of the current Check. If the check has been completed the report will be attached.

### Button: Resend

This will resend the IDV link to the Contact's email and mobile.

### Button: Authorize App

The current user will be to enter the same username and password they use for the Red Flag Alert Portal.

### Button: Close App

Close the app.

### Red Flag Alert - Portal

Direct URL link to the Red Flag Alert Portal.

### Check Document – Document (PDF)

Once a check has been successfully completed, the check document is automatically created and attached to the contact record.

## NEW CHECK

New Digital IDV & AML Check - (Send Email: **ON** Send SMS: **ON**) ✕

Check Options	<input type="text" value="AML"/>		
Check Description	IDV is an Identity Verification, this involves a 'selfie' and capturing a picture of photo ID (Driver's Licence or Passport). (2 credits)		
Is Monitored	On	<input checked="" type="radio"/> <input type="radio"/>	
Reference	<input type="text" value="Reference"/>		
Name	<input type="text" value="Mr"/>	<input type="text" value="Male"/>	<input type="text" value="first name"/>
		<input type="text" value="middle name(s)"/>	<input type="text" value="last name"/>
Email/Mobile/Date of Birth	<input type="text" value="email"/>	<input type="text" value="mobile"/>	<input type="text" value="dd / mm / yyyy"/> <input type="calendar"/>
Address Lookup	<input type="text" value="Start typing your address here..."/>		
House number/name & Street	<input type="text" value="house number or name"/>	<input type="text" value="street name"/>	
Town & Postcode	<input type="text"/>	<input type="text"/>	<input type="text" value="Country"/>

### Button: Save Contact Details

Updates contact record.

### Button: Confirm

Create a new Digital ID Verification (IDV) and Anti-Money Laundering (AML) check.

### Button: Cancel

Cancel check.

## TECHNICAL DETAILS

Custom fields created by App.

<b>Module: Contacts</b>
AML House Number
AML Middle Name
AML Option
AML Reference
AML Request Id
AML Result
AML Status
Social Media URL

### The IDV & AML Scheduler

Every hour, our automated scheduler will refresh any pending check requests. When the status is marked as completed, it will seamlessly upload the corresponding check documents to your CRM.