# HOW PAYKICKSTART
# SAVED VENDORS $200,000
# IN 4 MONTHS!

**≡paykickstart**

## The Automated Subscription Saver

Your customers love your service. They use it frequently, and you have been charging their credit card each month for the services they consume.

Then one day, the rebill payment fails. Uh Oh!

What do you do in this situation?

Payments can be declined for various reasons, such as:

- Credit card limits
- Expired credit cards
- Block made by the credit card
- Corporate policies on expenses, and so on

## The Challenge

Handling Future Billing and a Seemless Customer Experience when a subscription payment fails.  Reducing churn and subscription cancelations by getting an updated payment method on file for future charges.

## Business Impact

In the last 4 months, PayKickstart has saved $197,749 in rebill charges for its vendors who have Enabled the Automated Subscription Saver.

# A LOOK AT THE NUMBERS:

Total Subscriptions Entered into Subscription Saver:
## 9,094

Total Subscriptions Saved:
## 2,057

Percentage of Subscriptions Saved:
## 22.6%

**TOTAL IMPACT:**
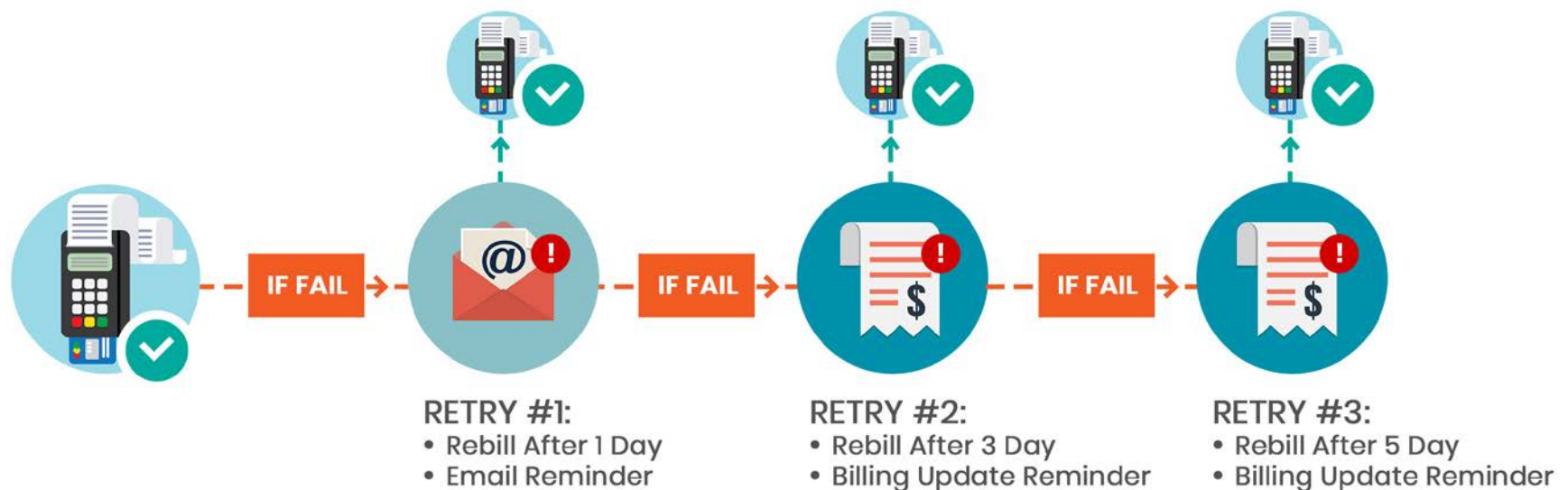## $197,749 in Saved Revenue for PayKickstart Vendors

# How Does It Work?

PayKickstart's Subscription Saver works non-stop to help minimize canceled subscriptions due to too many failed charge attempts. By default, it's set up to follow a schedule that has been proven to reduce churn and increase successful rebill charges.

You can customize the frequency schedule for the Subscription Saver by going to your Platform Settings. Locate "Subscriptions" and then you can adjust how you want PayKickstart to handle failed rebills.

When a Failed Rebill occurs, the customer will be entered into the sequence...

Day of Failed Attempt (starts upon failed attempt):



RETRY #1:
• Rebill After 1 Day
• Email Reminder

RETRY #2:
• Rebill After 3 Day
• Billing Update Reminder

RETRY #3:
• Rebill After 5 Day
• Billing Update Reminder

Send Email to Customer about failed transaction + Update Billing Link.  The billing page looks similar to this...

Retry #1: Retry Subscription Rebill <u>1 Day</u> After Failed Attempt.  If failed again, send reminder email to customer requesting they update their billing.

Retry #2: Retry Subscription Rebill <u>3 Days</u> After Failed Attempt.  If failed again, send reminder email to customer requesting they update their billing.

Retry #3: Retry Subscription Rebill <u>5 Days</u> After Failed Attempt.  If failed again, send reminder email to customer requesting they update their billing.

Retry #4: Retry Subscription Rebill <u>7 Days</u> After Failed Attempt.  If failed again, send reminder email to customer requesting they update their billing.



If after the final retry attempt, the subscription could not successfully charge the customer, PayKickstart will cancel the subscription.

NOTE: If the customer successfully updates their card AFTER the subscription was canceled, the subscription can be reactivated and charged immediately.

# READY TO SEE HOW EASY IT IS TO DECREASE CHURN AND INSTANTLY INCREASE REVENUE FROM YOUR SUBSCRIPTIONS?

START A FREE TRIAL AT

**WWW.PAYKICKSTART.COM**