

CASE STUDY

How MakeSpace Scaled Across 31 New Markets with Chargebee



MakeSpace is an on-demand storage company based out of New York, USA, that makes it easy to order, store, & retrieve physical belongings.

MakeSpace needed a solution that could:

- Support their custom pricing model
- Invoice customers accurately
- Make billing data available across teams

The Problem: Build vs Buy Conundrum

- MakeSpace needs to factor in multiple parameters when billing customers: location, storage plan, etc. The in-house solution built on Stripe had limited features and could not handle the complex price calculations.
- Upgrading and maintaining the in-house solution would require three full-time engineers, a resource drain MakeSpace could not afford for a non-core aspect of their business.
- Billing issues were creating a poor customer experience, and also became a bottleneck that hampered MakeSpace's plans to expand to new markets.

Tech Stack

Payments

Stripe

Accounting

QuickBooks

Sales & Marketing

Zendesk, Drift

After Chargebee

- When a subscription is created, Chargebee API **calculates the exact billing amount** by connecting to the MakeSpace database to factor in the pricing model, zip code, and storage plan.
- With the Chargebee-Zendesk integration, the success team is able to **deliver a better customer experience** as they can access a customer's billing status from within Zendesk itself.
- The sales team is able to **run promotional campaigns** by creating discount codes and coupons.
- The finance team is able to **automate revenue recognition reports** by exporting invoice specifics from Chargebee to QuickBooks.

As people started moving out of cities during the Covid-19 pandemic, demand for storage shot up from across the USA. By providing intelligent billing automation, Chargebee **enabled MakeSpace to expand to new markets without worrying about pricing complexities.**

*With Chargebee's Pricing API, we built the exact pricing model we wanted to achieve. Now, **Chargebee is our single source of truth for all billing data** and provides subscription intel to multiple apps in the MakeSpace ecosystem.*



Matthew Busel
Product Manager, MakeSpace

Top SaaS Companies Trust Chargebee to Manage their Subscription Billing



Envoy



freshworks



shawacademy

2500+
customers

\$3bn+
revenue processed

Supercharge your revenue growth with Chargebee

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