

Turn your billing platform into a competitive edge

Say no to a one-size-fits-all billing solution. A guide to how Elastic Billing can work as a critical contributor to your SaaS company's success.

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“ **In a business like ours where we’re constantly innovating, updating, and evolving at a fast pace, we expect the same of our billing platform.”**

Robert Kern,
CTO & Co-Founder, PredictHQ

In today's complex and rapidly changing digital world, one-size-fits-all subscription plans are no longer enough. Offers are evolving faster than homegrown billing systems can accommodate, and it's no longer a matter of having a system in place that's built to *take* revenue – it's a matter of having a dynamic recurring billing solution in place that can *make* revenue.

We're excited about where SaaS pricing is headed, thanks to Chargify Elastic Billing.™

While pricing has always been a critical element of a SaaS company's success, pricing strategies that worked in the past are no longer enough to keep you ahead of the competition. At Chargify, we're seeing more SaaS companies rethinking how product packaging, billing models and pricing can be optimized to fuel growth.

In this e-book you'll learn why using Chargify Elastic Billing—the business, customer and developer friendly option—is an extremely effective tool for optimizing your revenue.

Being successful with SaaS pricing can't happen without an underlying recurring billing engine that allows for the flexibility and agility to quickly launch, change, and test a variety of offerings without breaking anything internally or causing a billing bottleneck.

We'll shed some light on the great buy vs. build debate (what's wrong with simply DIYing your own billing system?), tell you about our amazing support team at Chargify, and fill you in on how Chargify can help you understand the health of your business via the right value metric. We'll also touch on the importance of providing a positive customer experience, and how to retain them for longer by implementing savvy dunning strategies.

Your journey into Elastic Billing begins here!



Use your time wisely

Time is money (especially in the SaaS world) and whether you're an early-stage startup or an established business, development resources are almost always at a premium.

When you take a step back and think about everything involved with managing your price plans—experimenting with offer optimization, accurately billing your subscribers, managing their subscriptions, accessing reliable analytics, and much more—the list gets pretty long.

Using precious development resources to build and maintain your own recurring billing code, with all the complexities that arise, costs money. It also slows down momentum by taking resources away that could be focused on building a better product and serving your customers more effectively.

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For years we tried to build and manage billing internally to the point where we had a dedicated Engineer to it. Then, we found Chargify.

Within a month we had completely migrated every customer, gained an entire resource back, were able to plug into analytics that were never previously available, and—most importantly—cut down failed billing renewals. Chargify is now a core part of our business and has enabled us to implement promotions and upsells that we never had access to in our homegrown system. Chargify has made our business much stronger!”

Uri Foon,
Founder, Zoey





Alleviate your billing pains

You can't and won't plan for everything up front, especially when subscription billing is not a core competency for your company. This is a big aspect of what is called the subscription billing iceberg effect. So as nuances come up, a billing bottleneck starts to occur.

Most subscription-based businesses experience recurring billing headaches that create these time-consuming bottlenecks, damage customer relationships, and limit growth. Chargify provides pain-free subscription billing and management, without the bottlenecks.

Common billing bottlenecks are no match for Chargify

Heavy use of Excel

Our solution: Your recurring billing and relationship management will be fully automated, so internal teams can focus on growth rather than being bogged down by time-intensive, manual processes.

Writing and maintaining custom billing code

Our solution: Developers can leverage Chargify's APIs to handle all things billing so they can focus on furthering your core products' features and functionality.

Sales friction due to billing

Our solution: We'll give your sales team the tools they need to close more deals, faster.

Product catalog sprawl

Our solution: We provide a streamlined product catalog that allows you to mix-and-match products, price points, and promotions to create an infinite set of offers without the management burden.

Significant revenue leakage

Our solution: Stop the leak with smart, customizable retry logic combined with automated e-mail communication and ways to capture updated billing information.

Trouble launching new products

Our solution: You'll have the ability to launch products in days, not weeks or months, and generate revenue immediately.

**Difficulty experimenting with billing models**

Our solution: With Chargify you can experiment with different billing models to fuel growth and gain a competitive edge.

Can't easily execute price changes

Our solution: While price changes may not be in your immediate plans, the need will arise—and when it does, you'll be prepared.

Lack of relationship management

Our solution: You'll be able to track your customers' history of renewals, plan changes, personalized pricing, and promotional offers to ensure all historical activity is accessible and nothing is ever lost.

Inaccurate subscription analytics

Our solution: Chargify's accurate, reliable subscription analytics provide the visibility you need to understand trends and the health of your business.

Siloed tools, teams and workflows

Our solution: Unify your tools, data, and workflows with an end-to-end billing solution built for your entire organization.

Billing issues clog support queues

Our solution: We dramatically reduce or eliminate billing issues so your support team can focus on supporting your product, not your billing.

Underwhelming support

Our solution: A lack of responsive, knowledgeable support can halt progress, or worse, result in lost revenue or customers—luckily, Chargify's support team is the best in the industry.



Provide a better customer experience

[A new Relationship Economy](#) is emerging, and it's all about creating and growing long-term relationships with customers through personalized offerings that evolve throughout the lifespan of the relationship.

Today's subscription businesses rely on continuous interactions with their customers. It's essential to always provide a positive customer experience. Put simply, billing issues leave a bad taste in your subscribers' mouths and increases churn rate.

Outside of dramatically reducing the number of billing bugs and issues, support teams can access Chargify's interface to quickly locate plan information and billing history, issue credits, process refunds, and make account changes. All of which greatly reduces customer support time, thereby creating a better support experience and happier customers.

Providing a better customer experience extends beyond reliable billing and great support.

For example, Chargify provides a self-service portal where subscribers can update their information or make changes to their plans, and customizable templates to send automated communications for key subscription events such as:

- Welcome email on signup
- Trial ending notification
- Upcoming renewal notice
- Receipt after successful transaction
- Card on file expiring soon

The best part?

All the subscription management functionality is available out of the box without the need for custom development, third-party tools, or advanced integrations. Gaining control of the subscription lifecycle from one tool saves a ton of time, resources, and headaches.



“**At Knobby, we use
Chargify’s dunning email
workflows to help ensure
that past-due accounts are
re-engaged and maximum
revenue is achieved.
It works!”**

Rob Rand,
Managing Director, KNOBBY



Retain customers (and revenue) longer

Did you know that up to 50% of lost customers are due to expired credit cards and failed transactions? That is a lot of churn that could be avoided.

“Dunning” is the process of attempting to collect payment after a payment method fails, prior to subscription cancellation. At Chargify, we’ve helped thousands of subscription-based businesses implement and improve their dunning strategies. For companies that aren’t sure when or how often to retry cards and send dunning emails to their customers (or even what to say in the emails), we provide preconfigured [dunning strategies](#) that can be implemented with just one click.

We don’t believe in a “one-size-fits-all” dunning strategy (and neither should you), so even our preconfigured strategies are fully customizable. This flexibility allows businesses to get started quickly and then optimize for maximum revenue retention.

In the end, a successful retention strategy relies on your business’ ability to efficiently monitor at-risk accounts, proactively prevent failed transactions before they happen, automate communications with past-due customers, and other revenue [retention tools](#). The sooner you can get a strategy in place, the sooner you can start saving revenue and reducing churn.



Understand the health of your business

Expert tip: Identify the right value metric and build your prices around it.

The value metric for each SaaS company is different, but utilizing the right value metric in pricing is key to growth.

Understanding the health of your business via subscription analytics is imperative and therefore trust in the accuracy and reliability in your subscription analytics is critical.

Initiatives and experiments to optimize pricing, increase trial conversions, and decrease churn, can only be properly evaluated and understood with data to substantiate wins and losses. Without this data, you're flying blind.

Every business has a set of metrics they obsess over, but in order to move quickly and scale efficiently, there is an entire suite of subscription analytics you'll need visibility into; everything from MRR movements to churn analytics to finance reports.

With Chargify, you'll gain instant access to our [analytics suite](#) that doesn't require additional development or fees. And, because Chargify is the source of truth, we're able to see the full picture of what is happening and accurately report on complex use cases that commonly cause confusion and inaccurate reporting through third-party tools. Furthermore, data exports make it easy to download your subscription and revenue data for further analysis or manipulation.

Provide your business leaders and product teams with necessary insights to operate your business more efficiently and accelerate growth.

“**Chargify’s analytics are great! We’re able to view and track our signups, churn, current active base, how we’re tracking, what the trends are, and more. This transparency allows us to understand the health of our business, speed up decision making, and operate more efficiently.”**

Kat Vorotova,
Co-Founder, Try The World

“**Chargify is robust, and has allowed our internal business units more control of their membership base, and revenue metrics; while helping automate and build efficiencies around our processes. The technical and product support has been second to none in my experience.”**

Scott Beardsworth,
Operations Manager, Keller Williams Realty International



Enlist support you can count on

One of the hardest parts about DIYing your own subscription billing system is not having a support team to turn to when problems arise; leaving you stranded and having to figure things out internally.

Most payment gateways provide very limited technical support, yet alone serve as a resource to help ensure you follow best practices for subscription success. Buying a best-in-class billing solution (like Chargify) provides you and your team with that much-needed layer of support when you need it.

At Chargify, we're constantly reminded by customers that our team of support specialists are the best in the industry. This mentality has built a culture that feels like we're an extension of the merchants we serve and not just another third-party service provider.

Our support team is one of the many ways Chargify grows with you and helps your business scale.

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We can go on and on about the features we love with Chargify, but the thing we love most is the incredibly responsive customer service.

The peace of mind we receive knowing that our account is competently and attentively handled is priceless to us.”

Daryl McCarl,
Director of Business Development, Smartwaiver



Choose Chargify - The best-in-class solution

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With our subscriptions and recurring billing running through Chargify, we are able to focus on our product and growing our business.”

Anthony Eden,
Founder, DNSimple

Ready for Elastic Billing?

Let's get started with a [free trial](#).

