

Giving Customers a Touchless Subscription Lifecycle at Scale

Increase customer satisfaction, reduce the cost to serve while creating a world-class customer experience.

Subscriptions aren't expensive but managing subscriptions are both complex and expensive.

Buying a subscription online—whether it is monthly or annually—is not that complicated. The user selects the offering, enters in credit card information, and checks out. Later, they receive access to that subscription. All of that is simple and straightforward. And it is great for the business because they get a predictable revenue for their software or services.

However, the minute that a customer wants to amend their subscription, that is where the complexity comes into play when the customer wants to:

- Add More Licenses
- Upgrade to a Different Version
- Buy an Add On

All of these actions create a new co-terminated Opportunity, amend the original Contract and update the renewal Opportunity.

The subscription itself is relatively easy to set up. But the complexity of amending a subscription and all of the back-office transactions that need to be updated, that is where the real complexity and cost comes into play. Customers don't want to get three bills a month for their upgrade and add on; they expect to get one consolidated bill that automatically updates with co-terminated purchases on the original contract.

Updating Contracts, co-terminating Opportunities and consolidated billing can be very time intensive for businesses. It can involve manual reconciliations, going into multiple systems and multiple groups such as sales operations, revenue operations and finance. The results are:

- **Costly** - involving multiple employees per transaction.
- **Inefficient** – multiple touch points for making amendments and co-terminations.
- **Inability to Scale** – need to hire and train more employees as business grows.

Here's the worst part: this is just for new business. Renewals are another time-intensive process where multiple employees touch the same renewal over and over again until it is completed.

What this reveals is that managing subscriptions is a huge cost to businesses today.

Buyers Have Touchless Consumer Experiences

Part of the issue is that in the buyer's consumer life, this is never a problem. When they upgrade to the 'Ad-Free' version of Disney+, all of the amendments to their original contract are done seamlessly. Or, if they choose the Apple One bundle to replace their Apple Music subscription, all of the billing terms are updated and the next month they get their consolidated bill.



But this changes when it becomes a B2B subscription. Most customers aren't paying with a Credit Card, but with a Purchase Order so they need access to invoices and an ability to pay down their outstanding amount each month. Business users can add 100 licenses to an existing subscription, which then puts that customer into a different volume discount tier. Or the customer wants to 'swap' licenses of one product they aren't using today without having to pay the difference. All of these are complexities that aren't part of the buyer's consumer life, but they still expect the same seamless experience from businesses selling subscriptions today.

RafterOne and Salesforce are currently in a deal cycle with a security company who has gone from targeting B2C customers to focused 100% on acquiring B2B customers. This has been a huge problem for them:

- Seamlessly processing for Credit Card customers, but the majority of new customers want to pay with Purchase Orders which makes it a completely manual process.

- The Revenue Ops team reconciles 1,500 contracts manually and updates the data into Salesforce.
- This manual process repeats every year when those same customers come up for renewal.

This business is seeing exciting revenue growth from their B2B customers, but it is at the expense of the sales ops, revenue ops and finance team to manually make the process work. It is time consuming, costly and they will need to double the size of their respective teams to accommodate the incredible growth. This is not a sustainable solution and sadly becoming a huge issue for every business that wants to start offering subscriptions online to their customers.

So the question becomes how can businesses offer a touchless subscription experience to their customers – for initial purchase and managing their subscriptions – that also scales?

Elevate your B2B Subscription experience with the power of Salesforce

LET'S TALK



Touchless Subscription Management to the Rescue

When businesses automate their entire subscription lifecycle—from co-terminating Opportunities, to amending Contracts, to emailing out renewals—businesses see:

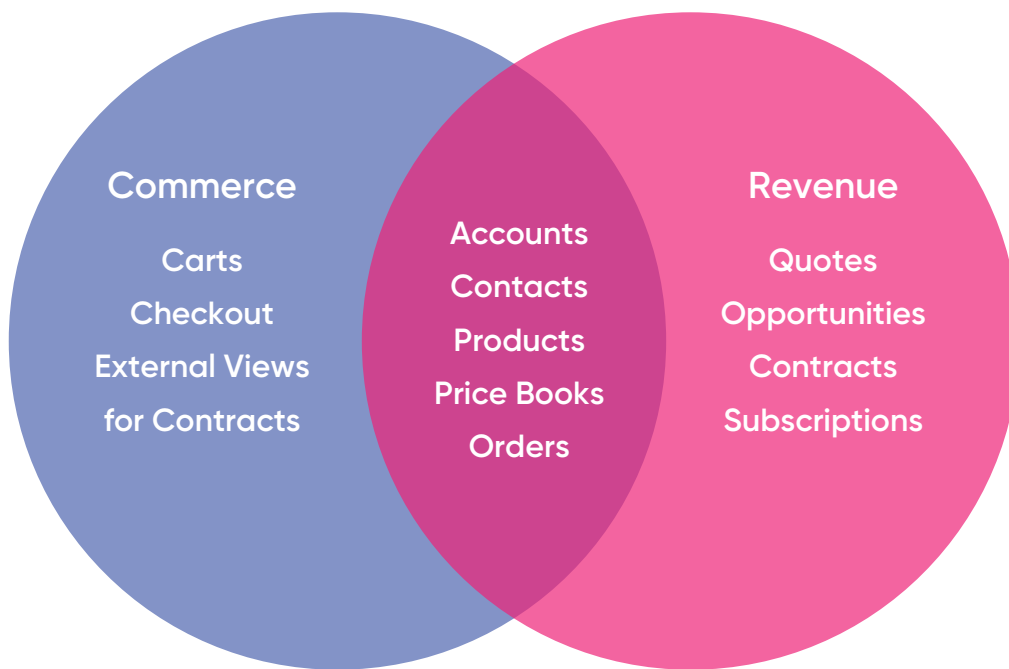
- Margins go up by automating all of the contract amendments, which reduces the cost to serve.
- Customer satisfaction dramatically increase with all of the self-service account management features.
- Growth opportunities with a subscription platform that allows them to seamlessly integrate new products without having to hire more staff.

Subscription Management Powered by Salesforce

Subscriptions Management is an extension of the #1 Quote to Cash application on the market: Salesforce's Commerce and Revenue Cloud. Revenue Cloud is paired with B2B Commerce so that businesses offer an application that is deployed through self-service or rep-assisted quotes:

- Creating a Quote
- Closing an Opportunity
- Generating a Contract with Subscriptions
- Forecasting Revenue
- Running Reports and Dashboards

The power of self-service subscription management on the Salesforce Platform is that you can now offer an Omni-channel Quote to Cash process that truly scales. Whether you create a quote or allow buyers to self-serve on a website, the same Contract Lifecycle exists without building a single integration to another system. All of these processes work on the Salesforce platform and are both extensions of the industry-leading Sales Cloud.



And this omni-channel process doesn't have to be an 'either/or.' There are a number of B2B customers who start in a cart, they request a rep assistance to finalize their purchases in a quote. By leveraging the same Salesforce objects, customers can choose which channel they want to transact and the post-order process—whether cart or quote—is identical. That is the power of omni-channel quote-to-cash on the Salesforce platform.

Automated Subscription Management: Reduces Costs and Scales Your Businesses

Back in 2020, the telecommunications company Vonage faced a problem with their Small Business segment: they were losing money on every sale. The cost of sales reps performing the following tasks was hurting their business with every interaction:

- Calling the small business customer.
- Setting up their quote, pricing, and approval.
- Getting the signed contract.
- Getting paid out commission on the deal.

In order for Vonage to service their growing market of small businesses, they needed a way to offer a touchless solution for small businesses that wouldn't lose money and would grow this segment. By leveraging B2B Commerce and Revenue Cloud, RafterOne designed a solution for Vonage that:

- Dramatically reduced the cost to process new customer transactions
- Gave customers a self-service vehicle to update their existing contracts
- Offered a 'rep-assisted' solution when the volume exceeded the small business license number

Just imagine:

- Your sales ops or revenue ops department reclaiming 1-2 hours a day to work on higher-value activities instead of manually creating co-termed opportunities, reviewing order forms for purchase orders, or amending contracts.
- Your sales team never having to support high volume, low revenue accounts in their territory and can focus on more strategic accounts.
- The experience of your customers being able to add licenses, upgrade, or buy add-ons without ever calling someone.

All of this becomes possible when businesses offer touchless subscription management powered by Salesforce. All customer interactions are captured with B2B Commerce and fed into the Contract Lifecycle provided by Revenue Cloud.

These days, businesses are looking to get more predictive revenue through subscriptions. As you look to offer this through self-service to your customers, make sure that you're building a seamless solution that scales, not a great revenue-generating machine that wreaks havoc on your sales ops, revenue ops, and finance teams.

Contact us to learn about our B2B Subscription

About RafterOne

When we looked to structure the most comprehensive collection of strength, reliability, and quality for solid end-to-end commerce in the Salesforce ecosystem, we extended beyond experience. We sought to secure a spirit connection for solution builders, collaborative creators, and born leaders to do their best work as one problem-solving team.