

Do your customers feel trapped in their subscription plans?

On average customers make **3** mid-term subscription changes.

What is your customer's experience when they change subscription plans mid-term?



PIECE OF CAKE

Companies with strong customer experience outperform their competition.



THIS IS FREAKING NUTS

Customers would pay more to ensure a superior customer experience.



I'M LEAVING YOU

The most important factor in increasing customer loyalty is reduction of customer effort.



77%

of customers say that valuing their time is the most important thing a company can do to provide them with good service.

32%

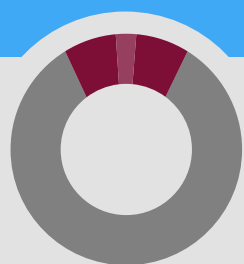
of subscribers are known to cite phone/voice as the most frustrating customer service channel.



EASY SUBSCRIPTION CHANGES ARE ESSENTIAL FOR DRIVING CUSTOMER SATISFACTION



Today's subscription customer expects flexibility and an array of options to choose from when selecting a product or service. They also expect the **same** options and flexibility **post-purchase**.



5%-20%

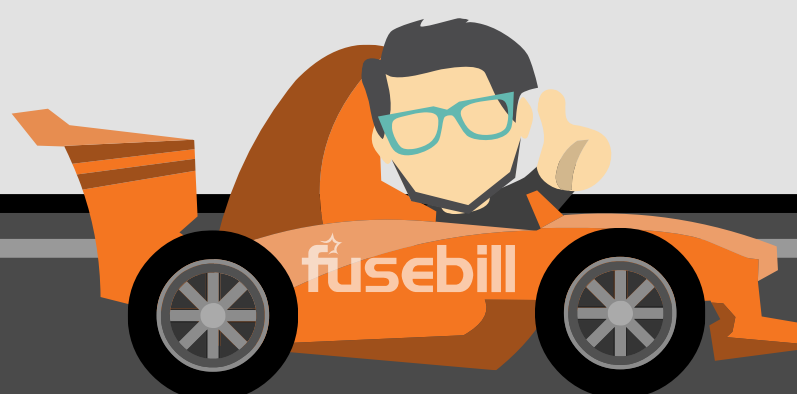
the probability of selling to a new prospect.



60%-70%

chance of selling to an existing customer.

Scale your subscription business. Faster.



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