Buyer's Guide

5 Things to Consider When Modernizing Your Subscription Services.

A guide to helping you select the right subscription solution.

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Evolve your subscription services.

Subscription management platforms were introduced a decade ago, but many can't keep pace with change. The digital economy has amplified customer expectations and demand for more value-added services and a better customer experience.

Whatever the focus of your business may be, you require an intelligent subscription management platform for the future, designed to deliver the services your customers need.

Here's what we'll cover in this buyer's guide:

- **Operating in the cloud**
- **Streamlining your processes**
- **Developing more personalized interactions**
- **Using behavioral data**
- **Putting it all together**

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1. Ensure you benefit from the flexibility of a cloud-based subscription solution.

With a fully-hosted solution, your IT costs decrease because you'll no longer have to manage, maintain and protect your technology. You can then direct those resources to more strategic business tasks.

- **The ease of frequent updates:** New software releases and continuing enhancements are implemented on your behalf to ensure you're outpacing competition
- **Resilience and redundancy:** A cloud-based solution allows your organization to continue to serve customers and collect data while new offer strategies are being configured
- **Share behavioral data:** Businesses can focus on analyzing customer behavioral data more efficiently and effectively

SECURE ECOSYSTEM

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Cloud economics now hinge on the ability to effectively evaluate capacity demand — and the corresponding incremental or marginal costs — at any given moment. This is about paying for capacity only when you need it, rather than paying for capacity you don't use.[1]

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2. Employ scalable SaaS architecture to streamline processes and make new solutions easier to implement.

Because your provider is responsible for operating, managing and maintaining the software, you can focus on strategic decisions and chart a course for success.

- **Open API:** Allows your systems to seamlessly work together and offers the flexibility needed to adapt to business changes and increase optimization
- **Modular and adaptable:** Easily integrates with existing systems without impacting core business functionality or the customer experience
- **Third-party integration:** Quickly add features and tools to your business processes including partner and order management; settlement capabilities to simplify complex ordering
- **Continuing improvement:** Quickly put new processes and systems in place while remaining current with global regulatory environments

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> **[Businesses] do not fully appreciate the cost of staffing and supporting on-premises systems, such as the cost of implementing future upgrades. These are costs that are eliminated or greatly reduced with SaaS.[2]**

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3. Deploy a platform that delivers personalized customer interactions.

Consumers are demanding more and their experiences should be tailored to each individual, based on their specific wants and needs, including timing, channel, device, offer and more.

- **Customer behavior:** By leveraging history, habits and preferences, you can put the right offer in front of consumers at the right time
- **Building affinity:** From the customer's point of view, when you can quickly employ new tailored strategies, you are catering to their needs — and as this perception grows, so does loyalty to the experience
- **Omni-channel:** Your solution should provide the flexibility to meet changing consumer demands along with the agility to deliver a seamless experience across all devices

OMNI-CHANNEL FLEXIBILITY

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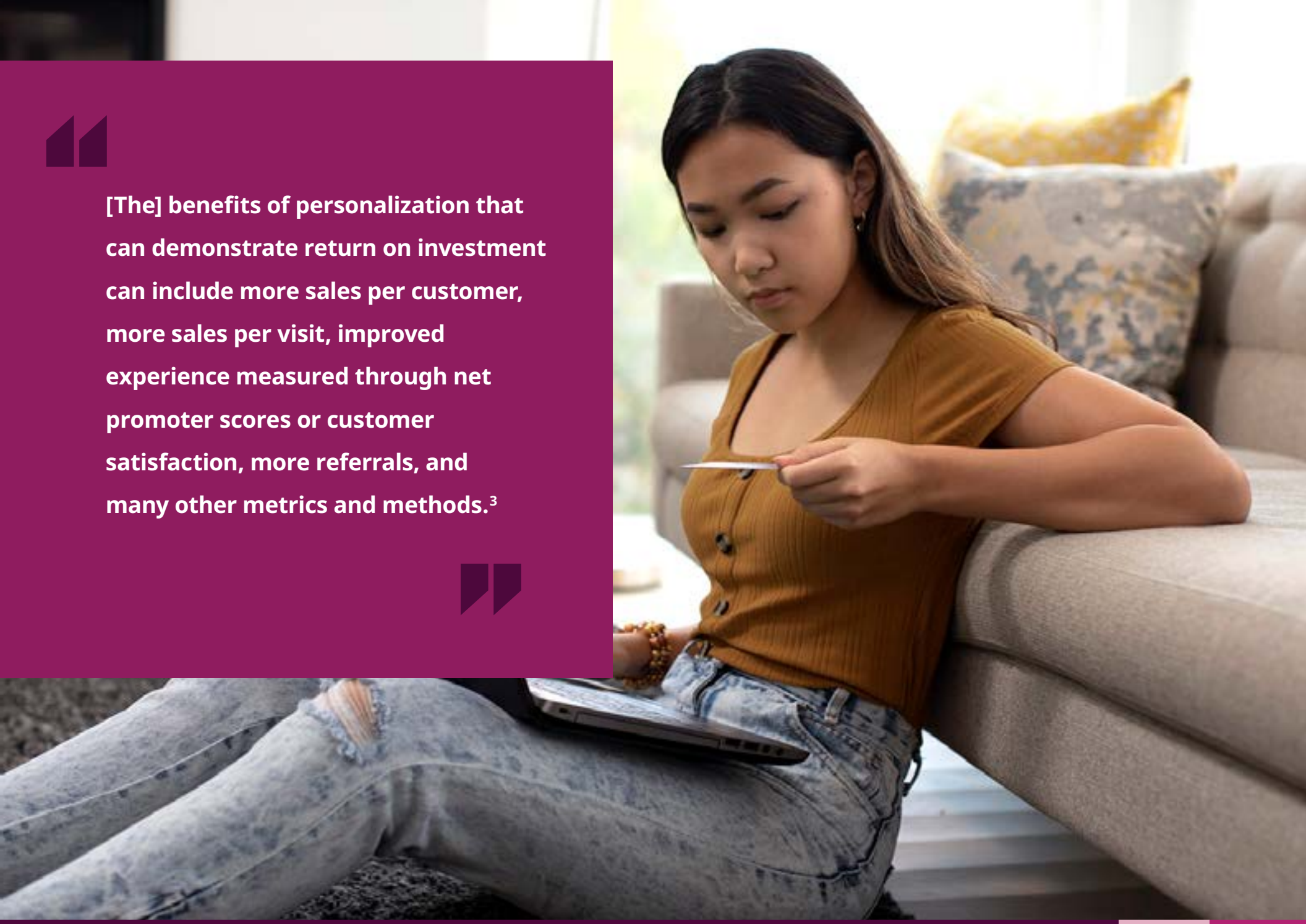

> **[The] benefits of personalization that can demonstrate return on investment can include more sales per customer, more sales per visit, improved experience measured through net promoter scores or customer satisfaction, more referrals, and many other metrics and methods.[3]**

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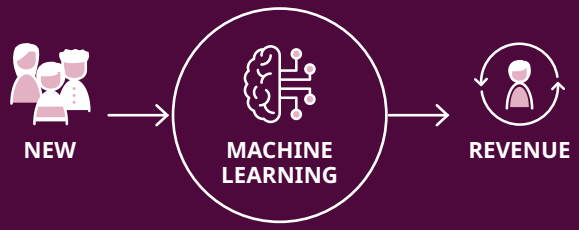
4. Select a solution that provides robust, customized reporting to gather valuable insights.

Employ audience measurement tools that feed into your offer engine and give you the ability to learn and grow...ultimately your behavioral insights will increase sell-through rates.

- **Actionable data:** Chances are you already have a significant cache of customer data, so look for a partner with a platform that provides the ability to use that hard-earned intelligence
- **Automation is important:** Automated reports will save a great deal of time and money on manually tracking, updating, and adding key information to your mix of strategies
- **Tracking the customer journey:** Implement a solution that can track and help you understand interactions across multiple channels, devices and interactions

AUTOMATING CUSTOMER INTELLIGENCE



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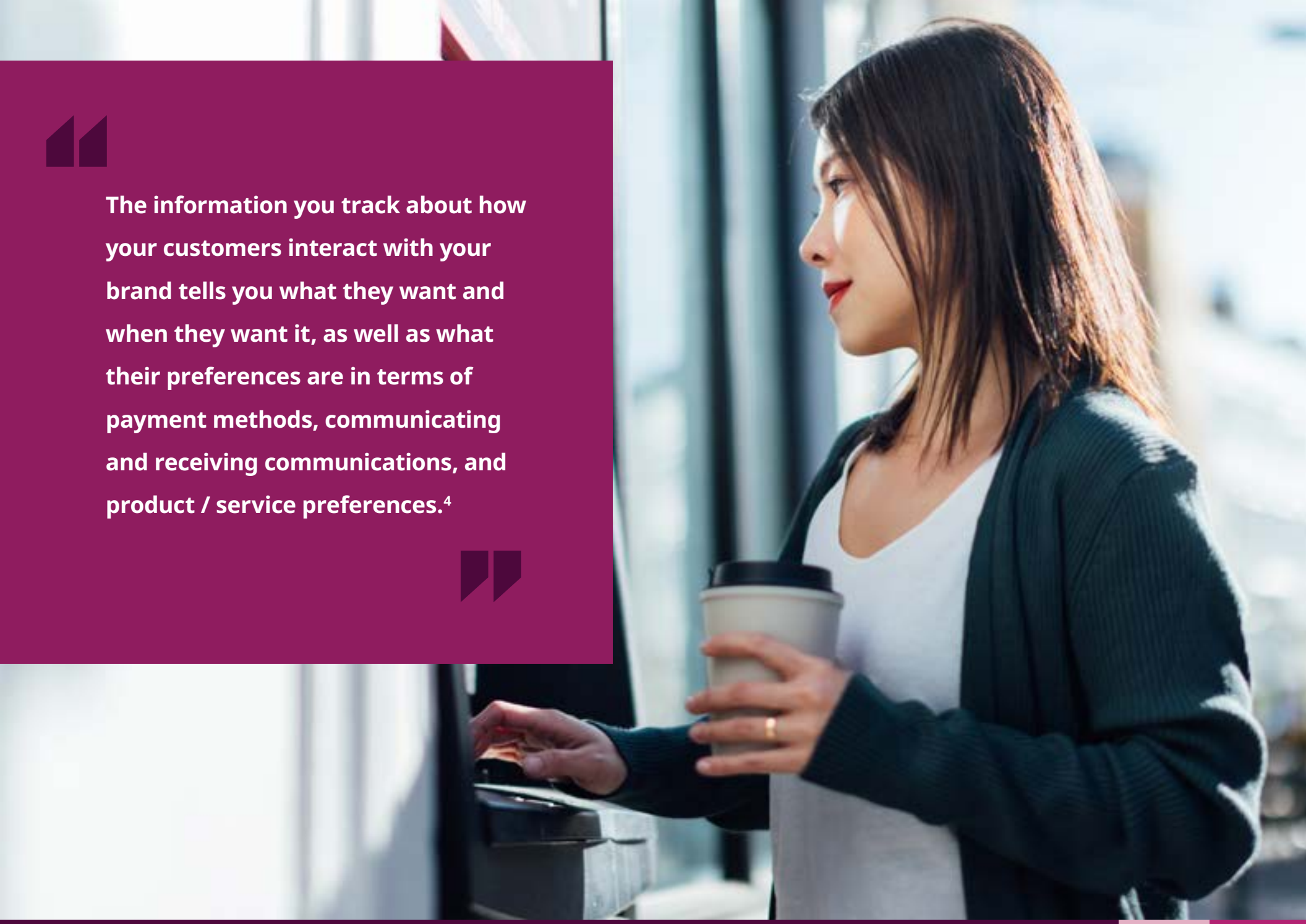

The information you track about how your customers interact with your brand tells you what they want and when they want it, as well as what their preferences are in terms of payment methods, communicating and receiving communications, and product / service preferences.[4]

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5. Look for a partner who is committed to understanding your business needs and subscriber experience.

Your solutions provider should have a documented process by which they can learn about your business and fully comprehend your subscriber needs.

- **A dedicated team model:** Your partner should provide you with an exclusive project team who works on realizing your goals
- **Responsive access:** You should be afforded the ability to interact with your team at a variety of levels, monitor daily activities and overall progress of the project
- **Adaptability is an advantage:** A focused, agile-based approach can result in cost and time efficiencies, and allow for more adaptability through a fast-paced implementation
- **A two-way relationship:** Rather than a transactional arrangement, look for a partner who comprehensively handles your project needs from concept to installation through ongoing support

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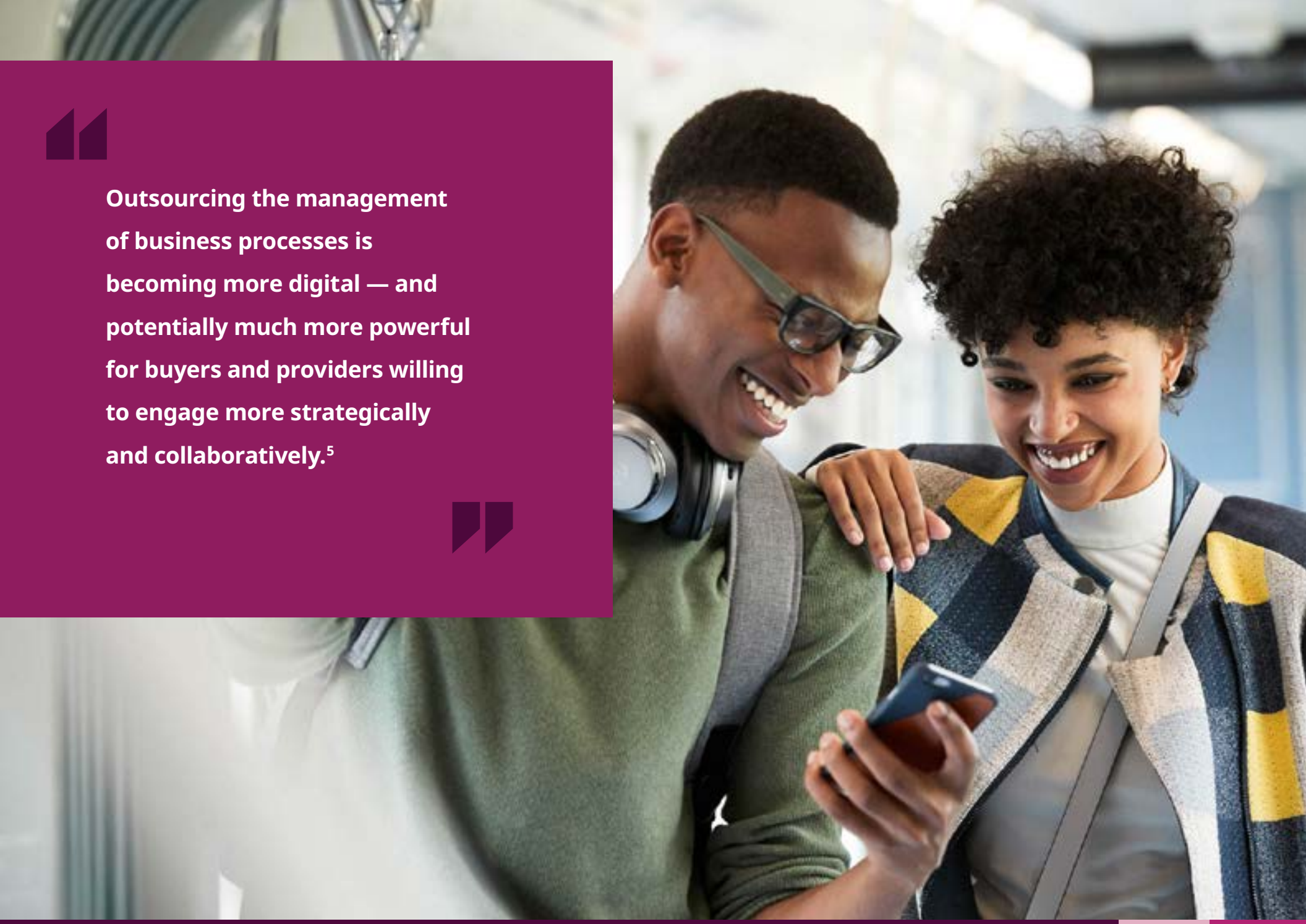

> **Outsourcing the management of business processes is becoming more digital — and potentially much more powerful for buyers and providers willing to engage more strategically and collaboratively.[5]**

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About CSG

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Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit **csgi.com** to learn more.

[1] "Cloud adopters hobbled by 'on-premises computing' mindset: McKinsey." cfodive.com

[2] "Does SaaS Save Money." computereconomics.com

[3] "Getting Maximum ROI From Your Personalization Efforts." forbes.com

[4] "Best Customer Tracking Methods for Your Small Business." business.com

[5] "Getting business process outsourcing right in a digital future." mckinsey.com

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