EBOOK

Modernize Your Retail Customer's Subscription Experience

Subscriptions have become an integral part of our daily lives

The subscription economy is one of the fastest growing industries and is forecast to become a $1.5 trillion market by 2025[1].

Convenience, flexibility and brand loyalty are some of the reasons why consumers subscribe to services by their favorite retail brands. However, consumers have more choice and are more selective about which services they subscribe to and retain.

To succeed in a highly competitive market, retail brands need to engage with their community and enrich their customers' lives beyond transactions. This includes:

- Leveraging customer behavior to develop effective subscription strategies.
- Creating subscription bundles that add value to existing offerings.
- Identify customers for promotions and upsells that go beyond trading up their subscription tier with exclusive one-time event ticket purchases or targeted coupons for retail merchandise.
- Offering flexible payment options to improve the buying experience and reduce churn.

In this eBook, we'll uncover the industry insights you need to successfully scale your retail subscription services for success and engage customers for a lifetime.

[1] "Investing in digital subscriptions" UBS

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1 Get a 360° view of your customer and their preferences

To create a more personalized customer experience, you need to understand your customers' unique behavior and preferences. To do this, you must:

- Build a subscription system that can track your customers' journey across multiple channels, devices, purchases and interactions.
- Collect and interpret customer data, and leverage it to meet customers' evolving needs.

This will allow your customers to customize their subscriptions, empower them to engage on their terms, and build on their relationship with your brand.

When you extract customer data insights in real time, you can quickly determine and employ new strategies to better satisfy customer demands.

Industry insight

74% of service execs say creating a seamless customer journey across assisted and self-service channels is "important" or "very important."[2]

[2] "2022 Customer Service Trends and Priorities: Discover what's top of mind for service and support leaders" gartner.co/uk

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Put your customers at the center of your strategy

Know what they want—when, where, how and on which device.

Whatever the focus of your digital services program may be, customer engagement and brand loyalty are essential for successful monetization. Building a customer-centric approach to subscription services requires a nimble platform that can quickly deliver new functionality while meeting a range of business expectations.

By putting customers in control, you can further personalize their experience—helping to foster longer-lasting relationships.

YOUR SUBSCRIPTION MANAGEMENT SOLUTION MUST ALLOW CUSTOMERS TO EFFORTLESSLY MANAGE THEIR PROFILES, PREFERENCES, EWALLETS AND MORE IN REAL TIME. EACH ACTIVITY CREATES A WEALTH OF TRACKABLE BEHAVIORAL DATA TO HELP YOU MAKE BETTER-INFORMED MERCHANDISING DECISIONS AND INCREASE SELL-THROUGH RATES.

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2023 WILL BE DEFINED BY TWO KEY THEMES: ADAPTABILITY AND EXCLUSIVITY. THE BUSINESSES THAT UNDERSTAND AND ANTICIPATE THE SHIFTS IN THE MARKETPLACE AND THE NEW CONSUMER HABITS WILL BE ABLE TO SEPARATE THEMSELVES FROM THE COMPETITION.

Christopher George
Co-Founder & Chairman, SUBTA[3]

[3] "State of Subscription Annual Report: Creating the Ultimate Subscription Experience" subsummit.com

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2 Implement a flexible, cloud-based subscription solution for the future

Customer personalization is only half the equation. Your subscription management solution should also be scalable. You need the agility to adapt to changing priorities as well as short "ramp-up" time to bring new features online.

- The ideal solution won't be a one-size-fits-all solution. It needs to be modular to fit the unique business model of your subscription services—and the needs of your brand's subscribers.
- You'll need a cloud-based platform that enables a quick time to market as you identify new opportunities.
- A subscription solution delivered as a SaaS lets you add new capabilities, stays current with frequent updates and grows with you, providing the flexibility you need now and in the future.

Industry insight

71% of consumers expect personalized interactions from brands [4]

The solution will allow you to target segments of your customer base with special offers, pricing, and incentives.

[4] "This Next in Personalization 2021 Report" McKinsey & Company

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Focus on your customers, not your back-office systems

Having a SaaS, cloud-based platform allows you to focus on your customers, not your back-office systems, when launching new digital services. It can also dramatically reduce operational expenses.

If it's a fully-hosted and managed solution, even better. That gives you room to concentrate on strategy while easily implementing tools to help customers manage their subscriptions better.

SaaS allows your brand and company to keep up with today's accelerated pace of change with seamless software updates and stay current with industry standards. Simply put, cloud flexibility coupled with a SaaS delivery model equals unlimited possibilities.

YOU NEED A SOLUTION THAT OFFERS SCALABILITY AND QUICK-TO-MARKET STRATEGIES—IMPLEMENT A FLEXIBLE DIGITAL SERVICES PROGRAM, AND YOU CAN STREAMLINE COMPLEX OPERATIONS TO DELIVER MEASURABLE TIME AND COST SAVINGS ACROSS THE ORGANIZATION.

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> CLOUD SERVICES LET **SMART BUSINESS LEADERS RESPOND QUICKLY TO OPPORTUNITIES —** OR THREATS. BUSINESSES THAT SUCCESSFULLY EXPLOIT CLOUD COMPUTING WILL **HAVE A COMPETITIVE ADVANTAGE,** AND IT MIGHT EVEN DETERMINE WHETHER THEY SURVIVE.[5]

[5] "6 Steps for Planning a Cloud Strategy" gartner.com

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3 Set yourself up for success with the right partner when you modernize your subscription services

Your brand must lay the groundwork for more personal and relevant subscription interactions. This is why your solution provider (not just the solution) matters to your success.

- You may need to collaborate with a team capable of transforming not just your systems, but also your business functions.
- Work with a technology partner who will be committed to understanding your business and the unique needs of your customers.
- Find a relationship that is built on flexibility and responsiveness to your needs. You'll want a provider who can work through challenges and create custom solutions that support your organizational goals.

Whether you're implementing subscription services for the first time or evolving your subscription strategy, your journey to a more modern experience should undoubtedly begin with a partner that understands the needs of your business.

Industry insight

The global subscription box market is expected to grow to **$73.6 billion** by 2028[6]

[6] "Subscription Box Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028" IMARC Group

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Customers today are looking for seamless, flexible experiences based on their preferences that meet their buying demands

As you look to increase customer engagement and build value for your customers, your online experience must evolve to meet customers changing needs and create an effortless environment.

It’s imperative you have a partner eager to get to know your business and your customers. They should be equally motivated to create the best possible solution for you, whether you're looking to launch new products, offers or services—or if you’re looking to overhaul your entire subscription model.

Where you dedicate resources will determine your success in fulfilling your customers’ needs and creating ongoing loyalty.

SELECT A PARTNER WHO IS COMMITTED TO HELPING YOU ACHIEVE YOUR SUBSCRIPTION SOLUTION GOALS AS EFFICIENTLY AS POSSIBLE. A DEDICATED RESOURCE SUPPORT MODEL WILL PROVIDE YOU WITH A HANDS-ON, EXPERIENCED TEAM THAT SHOULD BE AVAILABLE TO YOU WHENEVER AND WHEREVER NEEDED.

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TO BE STRATEGIC, CIOS MUST ENSURE TRUE PARTNERSHIPS WITH THEIR IMPLEMENTATION PROVIDERS. ANYTHING LESS CAN JEOPARDIZE THE LIKELIHOOD OF DELIVERING SUCCESSFUL RESULTS.[7]

[7] "7 ways to avoid getting burned by your implementation partner" cio.com

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