![chargebee logo] chargebee

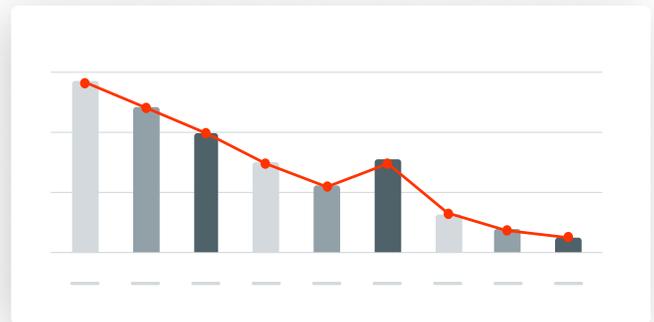# Look Beyond Dunning To Maximize Revenue

Payment declines can lead to involuntary churn and losing a customer forever.

Keeping (and growing) your current base of customers becomes more and more important when there's less money available to go acquire new customers.

Source: Openview SaaS Benchmarks Report

Churn compounds faster than you think.

100 subscribers in January with a churn rate of 10% means you would be left with just 28 subscribers in December.

What if you could stop churn dead in their tracks?

95% Authorization Rate Slashes Involuntary Churn

Reducing churn and maximizing revenue are critical objectives. To achieve these goals, it is essential to address payment declines effectively. Let's explore Chargebee's comprehensive solutions that go beyond traditional approaches like dunning.

Account Updater

Automatically update subscription customer card data when cardholder information changes or goes out of date.

Primitive Failure Mitigation

Inform customers about expiring cards to ensure the transaction doesn't fail.

Backup Payment Method

On failure of the primary method, Chargebee will try the backup method to assure revenue.

Proactive Emails

Keep customers updated on their upcoming payments to ensure the sufficient account balance is maintained.

What about the remaining 5%?

Chargebee's Smart Dunning has got your back. Fortunately, 80-90% of the transactions are soft declines, which means they can be reattempted through the process of dunning.

Smart Dunning

Chargebee will determine the retry frequency based on transaction patterns and the type of gateway transaction errors, without you having to configure it.

Automate Collections

Leverage rule-based and automated recovery workflows to personalize communication and automate collections.

The Chargebee Impact

$250M+
recovered

33%
recovery rate for cards

For every $1000 in revenue			
	For the remaining $50		
$950	$5	$3.25	$2
is assured because of Chargebee's high authorization rate	in first attempt	in second attempt	in third attempt

Chargebee supports dunning across payment methods:

🔲 Cards   🔲 Wallets   🔲 Direct debit   🔲 Offline payments

Activate Dunning ⬤

Personalize email campaigns — Custom ⌄

Customize dunning period across payment methods — Retain as active ⌄

Specify the retry frequency — 1,4 ⌄

Thanks to Chargebee, I spend no more than 1-2 hours every week on accounts receivables. We have been able to reduce our unpaid invoices by at least 80% while we have grown by 600%

Daniel Chen, Finance Manager, Deliverr

🔴 **chargebee**   **www.chargebee.com**

The Chargebee Revenue Growth Management Platform

Billing
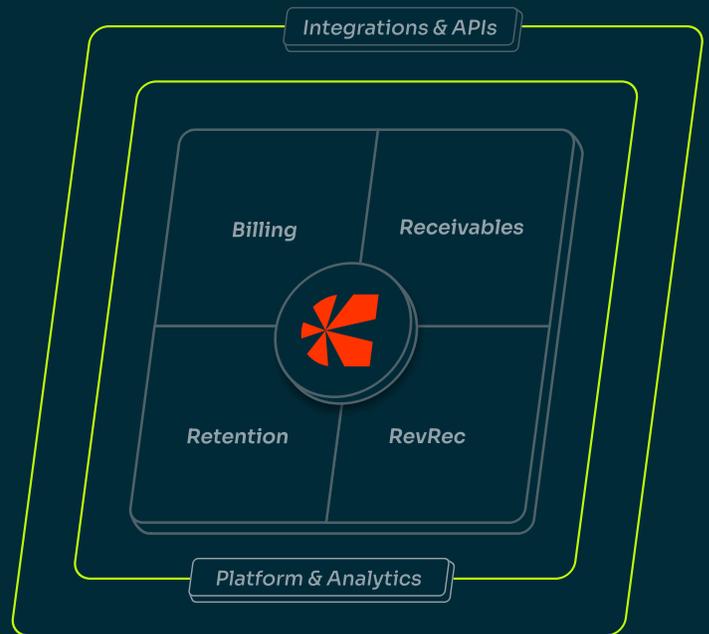Manage subscriptions, billing, and invoicing at scale.

Receivables
Recover failed payments and get paid faster with a proactive collection strategy.

RevRec
Unburden your finance team with automated, compliant revenue recognition.

Retention
Reduce churn and grow lifetime value with an experience your customers can't resist.

Integrations & APIs

Billing | Receivables

Retention | RevRec

Platform & Analytics

Enterprise-grade security, scalability, and compliance

AICPA SOC 2 — Formerly SAS 70 Reports

AICPA SOC — aicpa.org/soc — Formerly SAS 70 Reports

PCI-DSS Validated LEVEL 1 — PCI DSS COMPLIANT VALIDATED SERVICE PROVIDER

GDPR

HIPAA COMPLIANT — HIPAATraining.com

Not all items are applicable to all Chargebee products.

Rated a Leader by customers, 5 years and running

G2 Leader — SPRING 2023

G2 Best Est. ROI — SPRING 2023

G2 Fastest Implementation — SPRING 2023

G2 Best Relationship — SPRING 2023

G2 Highest User Adoption — SPRING 2023

G2 High Performer — Enterprise — SPRING 2023

6,500+
Customers

29
Payment Gateways

100+
Currencies Supported

$18 Billion+
Revenue Processed

Unlock a lifetime of subscriber growth and retention with Chargebee.

Get a Demo →

chargebee