

The EZYPAY logo is positioned in the top left corner of the image. It consists of the word "EZYPAY" in a bold, white, sans-serif font, followed by a registered trademark symbol (®). The background of the entire image is a scenic landscape featuring a large, snow-capped mountain peak in the distance, a dense forest of evergreen trees in the middle ground, and a calm body of water in the foreground. A person is seen from behind, standing on a paddleboard and holding a paddle, positioned in the lower left corner of the frame. The overall tone of the image is serene and professional, with a dark overlay that makes the white text stand out.

EZYPAY®

How do I roll-out **subscription billing in my business** and support its long term growth?

Here's your checklist



This checklist will help you determine how to implement the right subscription billing solution and leverage its features to support the business's long term growth.

By now you will know that your business is ready for automated subscription billing (if you are not sure, [download this guide](#)) and have chosen your subscription billing provider to help you implement it (if you haven't chosen a partner, [download this guide](#)). Now it's time to look at rolling out your solution ...



How do I roll-out subscription billing in my business?

1. Does your business need to upload or migrate customers from an existing system?

Subscription billing providers will vary greatly in their administration, onboarding, transaction and ongoing fees. However, they can also offer a variety of ways these fees are paid. A few suppliers will give you the choice to pass these individual fees onto your customers, where you can build them into pricing, charge them outright, such as the failed payment fee, or allow your business to absorb them. Creating the right setup for your business model is key.

If you've aligned yourself with a payments solution already and are looking to switch providers, you must check how to easily transfer your customers from one system to the next without interrupting billing. If your current provider has made your data accessible, exporting your users into a CSV file for upload into a new system should be easy.

2. Who should pay the applicable transaction fees? Will they be absorbed by the business, on-charged to customers or built into customer pricing?



3. Should pre-billing notifications be issued to reduce the failed payment rate?

Prebilling notifications can significantly reduce failed payments, and in turn, increase cash flow by alerting your customers in advance that a transaction will be processed. With notice, your customers can check their accounts to ensure they have the funds available to avoid a failed payment. It's timely communication that is advantageous for both parties.

Choosing the right way to manage failed payments will be individual to your business. If you have a lot of interaction with your customers, stepping back in this area and enabling automatic rebilling can take the pressure off the relationships. If, on the other hand, you want to take the opportunity to touch base with customers whose credit cards are about to expire or may have to rebill, your billing provider should provide these options.



4. How should failed payments be handled?

Different solutions offer a variety of distribution times. Most collect funds from your customers over a period of time and then distribute them into your chosen bank account based on a pre-arranged distribution frequency. From 1 week to 1 month settlement periods, it's imperative to get the timing right so that your cash flow remains healthy.



5. How often should the payments be distributed to your business?

Data security is an important consideration, especially when it comes to data accessibility. Different staff roles within your business will usually require a different level of access to data in order to do their jobs well and minimise a data security breach. Make sure your staff are set up correctly when implementing your new solution so that your customer and business data stays in the right hands.



6. Who in the business will be using the provider's interface? What security level will be applicable to each user?

Grow your business with advanced subscription billing features



7. Is your business actively promoting offers for customer acquisition?

Once your customers are on boarded and actively billing, putting in place methods for new customer acquisition can ensure that your business continues to grow. However managing the burden of individual customer sign ups can be time consuming. Give prospective customers the opportunity to self-subscribe to your business 24/7 with online customer sign up forms. You can easily insert payment plan links into promotional emails, share them on social media platforms and websites to make it easy for prospective customers to sign up at their convenience.

Retention is just as important as acquisition when it comes to your customer database. It's a good idea to look at special payment plans that can be offered to customers when their plan is coming up for renewal. Instead of allowing their existing membership to expire, use the opportunity to create a payment plan they cannot refuse.



9. Is your business effectively leaning on the provider's customer support teams to assist both the business and its customers?

You may have been up and running with your provider for some time, however perhaps your business has had to become more competitive in the marketplace and offer cheaper payment plans, or you find that the failed payment fees you're absorbing are costing the business a lot of money. Be sure to review who is paying which fees. Passing fees onto your customers can save your business a lot of money, or on the other hand, absorbing such fees can assist to nurture healthy customer relationships.



8. Does your business have retention measures in place?

Although your business charges the customer and their money is distributed to your bank account, a subscription billing solution will process the transaction and charge relevant fees. It's important to understand where the responsibility lies within these processes and alert your customers so that they can contact the right person with any support queries. Clarifying this will save your business and your customers' time running around to get the answers they need.



10. Is your business leveraging the provider's available fee payment arrangements to offload appropriate fees to the customer?



11. Is your business taking advantage of customer reminders and notifications to reduce failed payments?

When it comes to reporting, it's crucial that you are accumulating relevant data to feed into your decision making. This data may offer trends that are insightful and highly valuable. A solution provider can certainly provide you with relevant data, but it's up to the business to use it to create future benefits. For example, if a business sees an increase in collection rates on a certain day of the week or month, thereby positively impacting cash-flow and reducing failed payments, it should be changing its billing cycle to process payments on those days.

If you work with a billing provider who has longevity in your core markets, they will be able to share those insights with you based on their experience of a much larger customer base.

In both the short and long term, failed payments can have a big impact on business revenue. Saving time chasing payments will give you time to focus on growing your business. Automated reminders and notifications have proven to positively impact billing rates, ensuring that the money you have worked so hard to earn lands into your bank account on time. If your provider offers solutions such as these, be sure to consider them as part of your subscription billing artillery.



12. Is your business utilising relevant data and actionable insights to refine its operations? For example, is it billing on the day of the week or month that results in higher collection rates?



13. Is your business utilising reporting to monitor product or service demand and forecast its resourcing or ordering requirements?

Eliminating excess stock or unneeded resources can save your business a lot of money. Looking back to look forward is necessary to manage this well. Leverage the reporting a solution offers to ensure that the business's money is best utilised and any wastage is reduced.

Cross border settlement and local currency conversions are just a few considerations your business might have when it expands into different geographic markets. Should your business be heading down this track, be sure that your subscription billing provider has provisions in place to manage this for you, and seek to find a billing provider who already has a presence in the global markets you may be targeting for business expansion in the future.



14. Will your business be expanding into new countries and require broader global support?

So, is your **business prepared** to grow?

Now that you've gone through our three checklists to assist you in setting up subscription billing, you're probably excited about the advantages it can offer your business.

Adding automation to your current subscription billing processes can help your business unlock its true potential for future growth and success by streamlining your operations and improving your capacity to expand.

In order to do this, you need an effective and comprehensive subscription billing solution that can cater to the specific needs of your operation, while being convenient and simple to use.

Ezypay is a subscription payment solution that can help you.

Through Ezypay's efficient cloud-based platform, it's easy to facilitate growth when entering into the fast-track phase. It's designed to empower your team by assisting them to manage and automate subscription payments from start to finish.

Whether you're building a fitness franchise, providing education in Asia or running a subscription service, Ezypay offers the variety of features you need to be successful.

Want to see Ezypay **in action**?

The best way to know if the Ezypay solution works for your business is to see it for yourself! **Simply visit the Ezypay demo page** to watch our video demonstration at a time that's convenient for you.

If you have any questions, book a 1:1 consultation with our Recurring Payments Specialist who can discuss your needs, answer any questions you may have, provide recommendations and help you get ready for automated subscription billing.

SEE EZYPAY IN ACTION