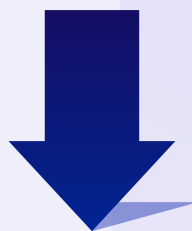


How Churn Buster helped Privy automatically recover 74% of failed payments and save 10+ hours each week.



40%

Fewer customers unnecessarily contacted



74%

Of all failed payments recovered



10+

Hours of payment recovery time saved each week



“

Within 12 hours of getting the Churn Buster contract, we had everything set up. It was the easiest and smoothest process I've ever seen with a vendor.

”

Nicole Bulman
Billing Support Manager, Privy



Privy is an ecommerce marketing platform that helps online brands grow their sales.

Privy was acquired by Attentive in 2021.

Challenges

- Sending hundreds of failed payment emails manually to customers each week
- Spending hours on involuntary churn recovery tasks
- Dealing with a manual tool with no white-label options
- Waiting for slow and unresponsive customer support for every issue

Solution

- An automated end-to-end dunning solution
- With complete automation and white-label emails
- Fast and friendly customer support and customer success teams
- User-friendly platform with easy-to-access metrics and dashboard

Results

- 10+ hours saved each week
- 21% fewer customers unnecessarily contacted

Challenges

Finding a better payment recovery solution with more automation.

As Privy's Billing Support Manager, Nicole Bulman understands how important it is to try to recover failed card payments.

"It's something that we absolutely have to do if we don't want to leave money on the table," she says. "When most people get an email informing them that their card payment failed, they log into their account and update their card. We have to make sure we're sending those emails."

Privy had a tool set up to flag failed card payments, but the process they used was manual and cumbersome. Each time they received a notification from their tool, they had to manually input the information into a separate Excel spreadsheet. Then, they would have to go into each customer's account, find their email address, and email them a link to update their card.

This process wasted hours and hours each week.

"The solution we were using was very manual," Nicole says. "As our team and our company grew, it became less and less feasible. We needed something more automated."

The tool they had been using could be used to send customers emails directly, but it had limited white-label options. Privy's customers would receive an email from a third-party company they didn't know, and many of them assumed that the emails were phishing scams.

"Merchants were contacting us and asking why the emails weren't coming from Privy. We didn't want to send emails that looked suspicious and

undermined the trust our customers had for us," Nicole says. "That's why we would send the emails ourselves manually instead."

On top of all that, the tool Privy was using offered almost no customer support. Their team often took days to respond to queries.

"We were just forced into general customer support," Nicole says. "If something broke or something was wrong, we just had to wait for them to respond."

Something had to change.

“ The solution we were using was very manual. As our team and our company grew, it became less and less feasible. We needed something more automated. ”

Solution

An automated dunning tool with fantastic customer support.

Privy was acquired by Attentive in 2021, and they expanded their tech budget. Nicole jumped at the chance to find a better dunning solution.

From the very beginning of her search, Churn Buster stood out.

"The demo from the CEO was great. Even the fact that the CEO of Churn Buster was willing to do a demo and answer our questions was impressive," Nicole says. "And it wasn't pushy at all. It felt different from the other demos, where the salespeople could be very pushy. This felt more like a conversation with a confident, friendly person. And that made me feel really great."

Once Privy signed their contract the transition to Churn Buster was seamless.

"Within 12 hours of getting the Churn Buster contract, we had everything set up. It was the easiest and smoothest process I've ever seen with a vendor," Nicole says.

With Churn Buster, Privy could now send personalized emails to their customers automatically whenever a card payment failed. This saved the billing support team from having to send out hundreds of emails manually each week.

"With Churn Buster, everything is very automated. There's really not much that my team has to do on a day-to-day basis," Nicole explains.

On top of that, Churn Buster's customer service was miles ahead of what Privy had experienced previously.

"We get responses within the same day," Nicole says. "And the customer success team is always willing to jump on a Zoom call for anything. It's great to have them."

“

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”

Results

10+ hours saved every week and 74% of failed card payments recovered.

Since Privy started using Churn Buster, the billing support team has been able to save over 10 hours that they used to spend manually sending payment recovery emails each week. Churn Buster now takes care of the entire process for them automatically.

“I'm extremely confident in Churn Buster,” Nicole says. “I really don't have to think or worry about it much because it just runs in the background for us.”

Nicole's team has been able to use that extra time to develop more support channels. They've added a billing support phone number, and plan to offer billing chat support in the future as well.

“We're speaking more to merchants and helping them more quickly because we're not spending time sending emails manually anymore,” Nicole explains.

The extra time has also given her team more room to strategize and find ways to work with other teams across the company.

Churn Buster is the only tool Nicole found with this level of automation, she says.

“When we were looking at different solutions, all of them had some manual aspect. Churn Buster is the only one on the market where everything is automated. That automation makes a huge difference,” Nicole adds.

Churn Buster also automatically retries customer cards that fail before emailing the customer. This allows Privy to recover 21% of failed payments without even reaching out to those customers.

“21% of failed payments are recovered during Churn Buster's Retry Phase, which means we're not even emailing those customers. That means fewer emails, which is great,” Nicole says. “That's one-fifth of merchants that we're not even bothering. They probably don't even know their card was declined. That's huge to us.”

On average, Churn Buster also helps Privy recover 74% of failed payments.

All of this means that Privy and the billing support team can use their time and energy for what matters most: providing a better experience for their customers.

“Churn Buster allows us to put our focus back on our customers. We can spend more time talking to them via email, via phone. And that's what we want to do,” Nicole says. “We want to be helping our merchants. Recovering failed payments is important, but we shouldn't be spending as much time on it as we were. What we are doing now feels much better: we're customer-focused, as we should be.”

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Segment