



Convirza excels in the subscription economy with 90% faster billing

Convirza is a pioneer in call marketing analytics and optimization. It combines traditional call tracking with the powerful analysis of phone calls. The company serves automotive, hospitality, medical, and financial services companies.

1. Business Challenge

Convirza needed to replace their homegrown billing system with a modern subscription management platform because:



Their billing related infrastructure was fairly complex



Antiquated billing systems were diminishing their customer trust and satisfaction



The Billing and payment gateway issues were causing repeated transaction failures

2. Estuate Solution

Estuate worked with Convirza to implement Zuora ensuring success in all 9 key areas of their subscription economy.



1. Price

Customized solutions that improved Convirza's complex sales process



2. Acquire

Improved customer acquisition with Zuora Quote and Zuora 360 Sync packages



3. Bill

Full go-live support to Convirza's billing and finance teams



4. Collect

Guidance on creating refunds, credit balance adjustments, linking external payments



5. Nurture

Custom solutions and new payment methods for smooth transactions



6. Account

Training assistance to Convirza's team to learn Zuora Finance processes



7. Measure

Custom reports for specific cases like Monthly Recurring Revenue (MRR) and booking reports



8. Iterate

Optimized Convirza's implementation cycle to add new products



9. Scale

Reduced manual work for Convirza's billing, finance and engineering teams

3. Business Impact

Convirza experienced dramatic improvements in its business operations and increased business revenue. The benefits included:



More than a 90% drop in the amount of time to process billings



Improved cash flow with an automated system for invoice and payments



Reduced support costs with customer self-service



Streamlined order management with instant access via Salesforce

Testimonial

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Previously, it would take us about 60 hours every week to generate bills and manage collections. Now, we probably spend between two to four hours, a 90% reduction. Estuate's expertise with Zuora made a world of difference to the success of this project.

- SVP of Marketing and Products, Convirza

Talk to our experts



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About Estuate

Estuate is a global Product Engineering and IT Enterprise Services company headquartered in Milpitas, CA, and with offices in Canada, India and the UK. The company specializes in leading edge technology solutions in IoT, AI and Digital Transformation solutions. The focus areas and practices that leverage these technologies are Product Engineering Services, Data & Analytics, Subscription Billing & Revenue Management and Governance, Risk & Compliance.

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