ESTUATE



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

Convirza Case Study



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

amount of time to process billings



Improved cash flow

with an automated system for invoice and payments



Reduced support costs

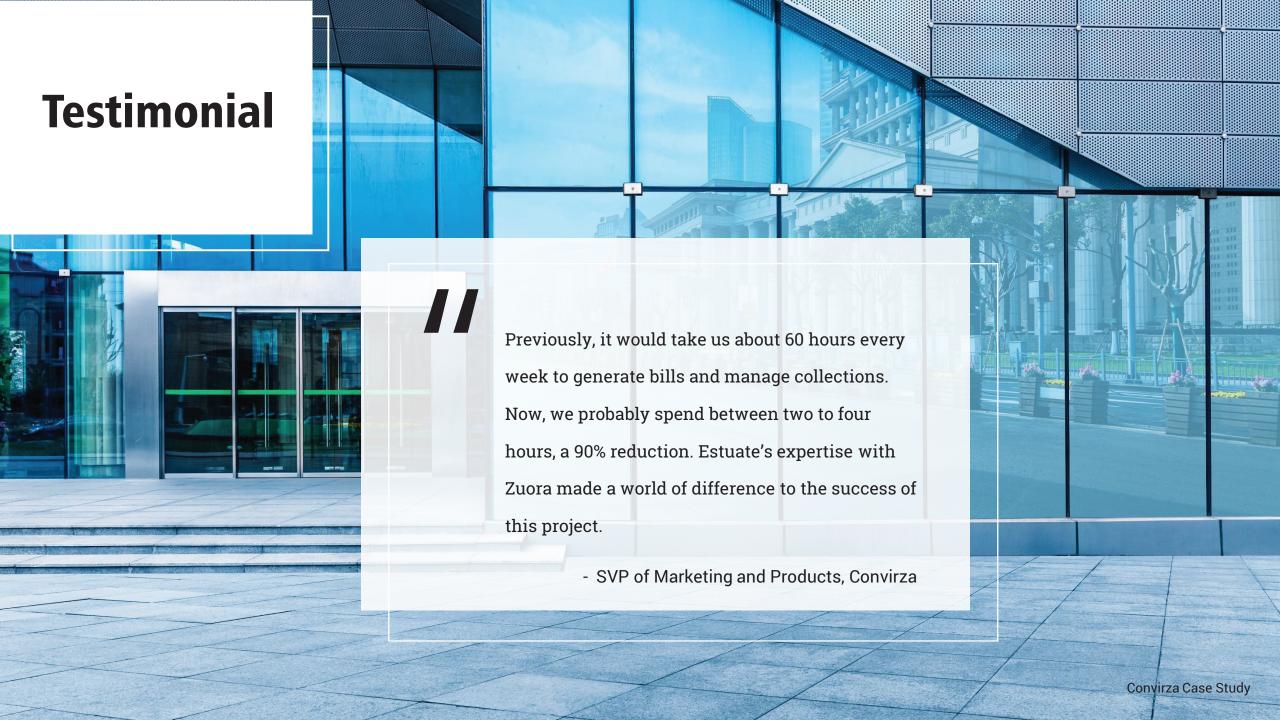
with customer self-service



Streamlined order management

with instant access
via Salesforce

Convirza Case Study



Talk to our experts



+1 408-946-0002



contactus@estuate.com



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.







