WHAT IS INVOLUTARY CHURN?

Voluntary Churn

This is when a customer cancels your subscription service because they no longer want it.

Involuntary Churn

This occurs when a customer does not intend to cancel but their recurring payment is declined by the issuing bank. These transactions are usually marked as 'Do Not Honor' and the bank allows you to retry the transaction in the future.

How does it happen?

According to VISA, over 23% of all eCommerce subscription transactions are declined. A small amount are for valid reasons, but the vast majority are transactions with inaccurate data, expired cards or, most often, are inadvertently flagged in a fraud filter. Every issuing bank has unique parameters in place to prevent fraud, but many times good transactions are initially declined.

The goal is to recover as many of these as possible.

HOW TO GET STARTED

Because we charge a fee ONLY on lift above your current recovery, we need to establish your decline percentage and baseline recovery rate.

We'll need a six-month transactional export including your approvals, declines, decline reattempts, and finally your recoveries. Here are the fields we'll need in the report (include as many as possible) exported from your system of record.

- Transaction ID
- Customer ID
- Product ID
- Subscription ID
- Transaction Date/Time
- Price
- Currency (only if multiple are used)
- Transaction Result (Approved or Declined)
- Transaction Type (i.e. Sale, Refund, Auth, Void, etc…)
- Cycle (if available)
- Retry (if available)

## THAT'S IT! WE'RE READY TO GO!

HOW DO WE SOLVE YOUR PROBLEM?

Most companies, when presented with involuntary declines, will set up rules-based logic applied across the board which runs every transaction the same way at the same intervals for a set period of time. Some will also use a dunning-type service to manually contact the customers. This process will recoup between 10% and 20% of the original declined transactions. The rest are lost forever.

FlexPay analyzes each transaction individually using AI machine learning technology to determine the most optimal time, day and process based on over 120 data points and the specific parameters setup by each issuing bank. Through our API, our system will convey precise instructions for your Billing System to retry.

Our average recovery rate, across our portfolio, is 35%. We generally see a 100% increase from our customer's baseline recovery rate.

And we allow our merchants to free up valuable IT resources and human capital to focus on their core business. All while uncovering a significant revenue stream.
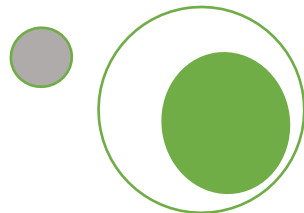
WHY US?

- The average decline rate of a subscription biller is 23%
- The average recovery rate is 15-20%
- **We can double your recovery rate** while freeing up valuable resources
- Test our service and begin generating revenue prior to any integration
- Increase lifetime value and unparalleled ROI
- No need to change your gateway or CRM – we are solution agnostic

The Best Part….

There is No Risk – No Upfront Costs and we charge a fee ONLY ON THE LIFT WE GENERATE above your current rate!!
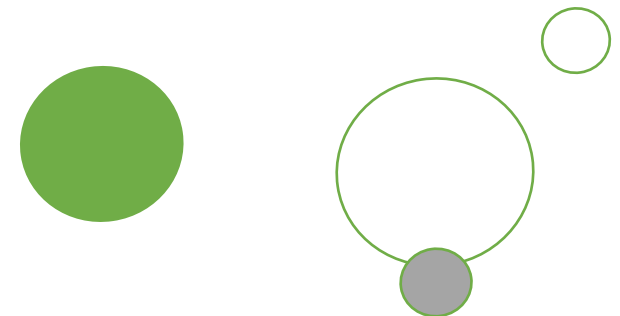
OUR SERVICES

Fully Integrated

Through our integrated API FlexPay will monitor transaction flow real-time. The declined transactions are intercepted and routed through our AI system, analyzed, and detailed instructions passed back to your billing system. Everything is automated and reports generated to track and review important data.

On-Demand Recovery

On-Demand Recovery involves the customer sharing a file (CSV) that contains a history of declines for our solution to process and recover the failed transactions. We saw a need for this as our team received requests from clients that wanted to test our system before committing to the integration, and we wanted to show our clients the power of our recovery solution.

HOW DOES FLEXPAY WORK?

FlexPay is a Middleware that sits between your Payment Gateway and Billing System of Record. For every failed payment, our engine analyzes and instructs your billing system how and when to process and retry the transaction.

Merchant Charges Card

Billing System

Payment Gateway

Declined

Approved

Acquiring Bank
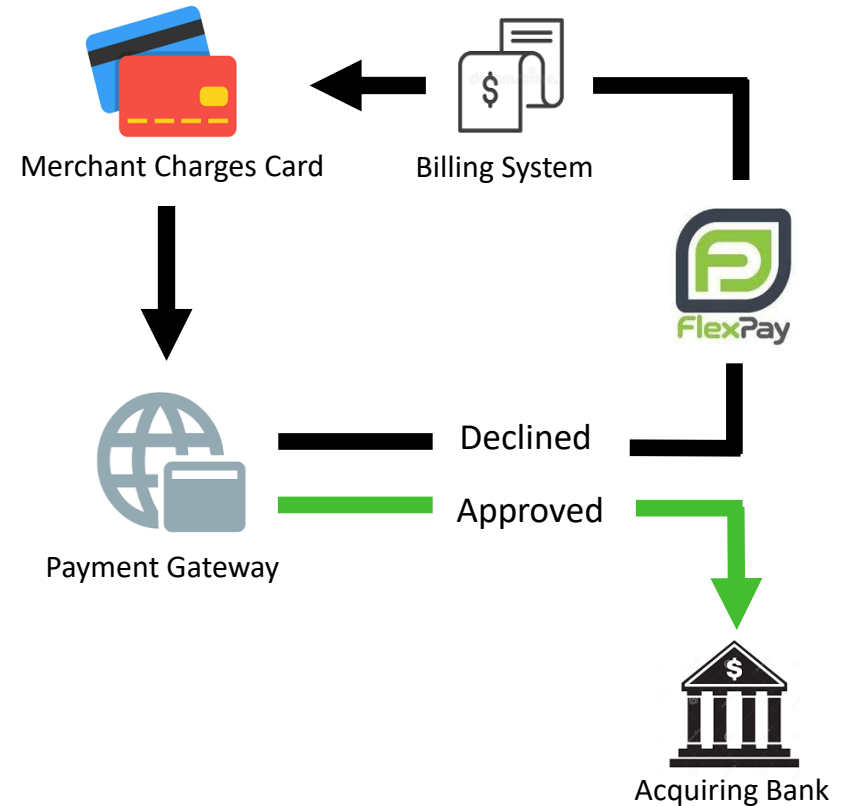
WHO WE ARE

FlexPay's sole existence is to recover failed payments due to involuntary churn. We use AI-Driven machine learning to determine the best time, transit, and testing process to handle your transactions. Our decline salvage solution has the capacity to deal with hundreds of millions of transactions and is built with a statistical algorithm and over 120 data points to collect and analyze new information gained at the transaction level. We've analyzed over 4 billion transactions to date!

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Recovering Your Failed Payments Due To Involuntary Churn

FlexPay

Payment Recovery Experts