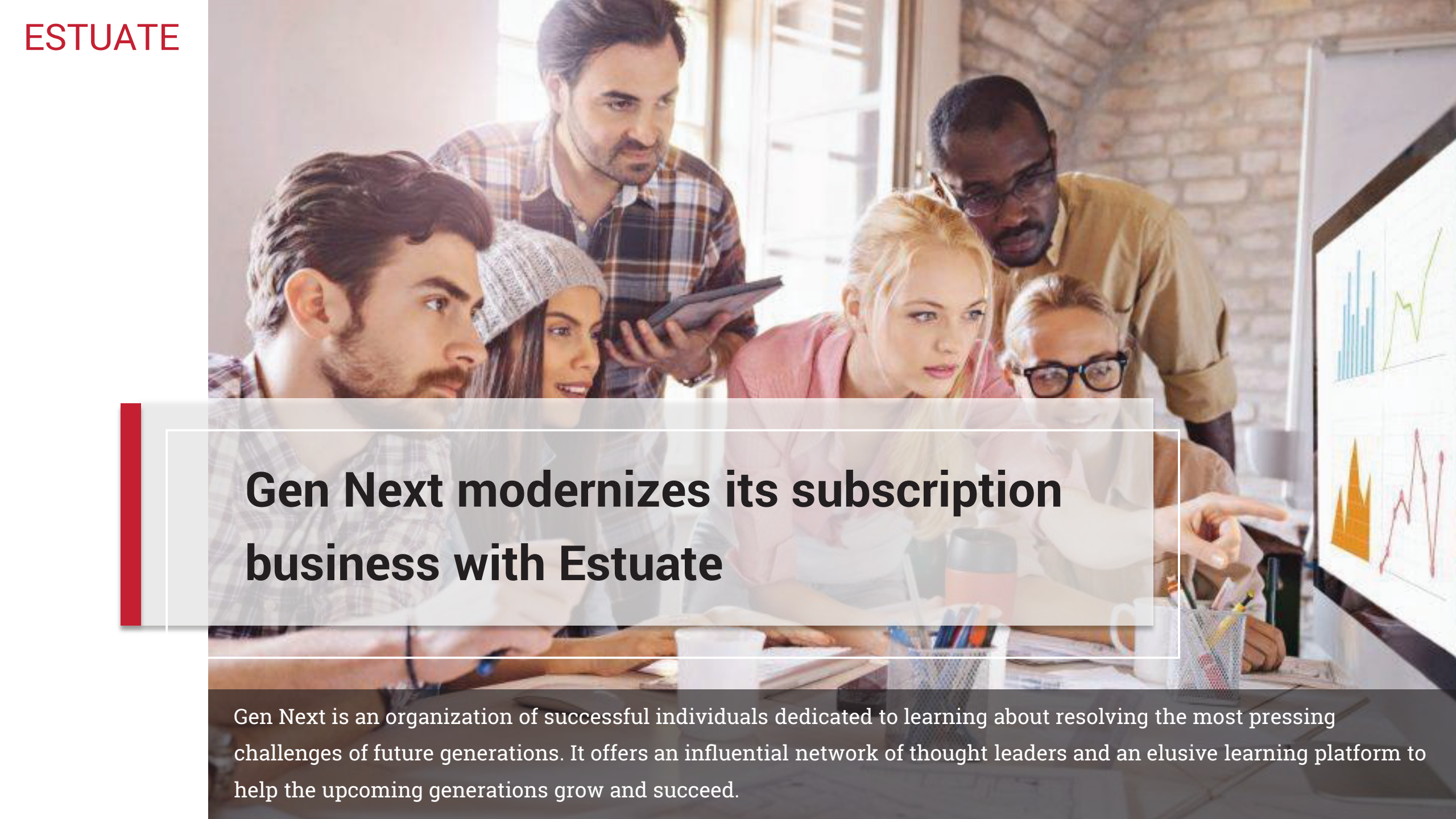




Gen Next modernizes its subscription business with Estuate

Gen Next is an organization of successful individuals dedicated to learning about resolving the most pressing challenges of future generations. It offers an influential network of thought leaders and an elusive learning platform to help the upcoming generations grow and succeed.

1. Business Challenge

Gen Next realized that their homegrown subscription business model was incapable of coping up with their rapid business growth. They were looking for:

-  A comprehensive platform that could bring in new, dynamic features to their subscription business
-  A recurring billing system that could support multiple payment options and solve their problem of frequent failed transactions
-  A solution that could provide them with real-time analysis of their operations
-  A cost effective and easy-to-manage subscription business platform

2. Estate Solution

Estuate worked with Gen Next and implemented Zuora as a holistic subscription billing platform, delivering excellence in all its 9 key areas.



1. Price

Worked out product rate plans based on Gen Next's various offerings



2. Acquire

Integrated Zuora with Salesforce to enable easy acquiring and management of subscribers



3. Bill

Introduced the best practices around Zuora's billing capabilities including API consulting



4. Collect

Optimized Gen Next's payment collection framework with suitable configurations and customizations



5. Nurture

Improved Gen Next's upgrade, downgrade, renewal and cancellation procedures



6. Account

Implemented Zuora's advanced features to enable smooth account-closing, and better finance management



7. Measure

Built custom reports to measure and enable real-time analysis of their performance



8. Iterate

Offered solutions to maximize subscriber acquisition, and enhance market share with growth in business



9. Scale

Integrated Zuora with their commerce systems, introducing new payment gateways and options for smooth transactions

3. Business Impact

With Estuate's Zuora implementation and consulting services, Gen Next experienced improved efficiencies. The benefits included:



Streamlined billing processes that improved pricing, payment collection and overall performance



Real-time performance measurement and analytics ensuring management to make better decisions



Improved efficiencies with **reduced staff time and cost** involved to manage subscriptions



Seamless data transition between different systems to manage and nurture accounts and subscriptions

Talk to our experts



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About Estuate

Estuate helps customers thrive with out-of-the-box technology solutions. A global IT services company, Estuate offers Advisory, Engineering, Data & AI, AI Business Applications, Enterprise Security & GRC, and Managed Services. Our mission is to help businesses create lasting value through next-generation digital solutions and expert consulting. Headquartered in Silicon Valley, Estuate has a global presence with operations in the USA, Canada, India, and the United Kingdom.

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