Instructions:

Subscription businesses should evaluate and compare failed payment and involuntary churn solutions to find the one that delivers the best results for them, either by specialized solution providers or built in-house. While total recovery rate, reduction in involuntary churn, and customer retention following recovery will always be the primary factors to consider when selecting a recovery solution, other capabilities should be assessed and measured.

Start this scorecard by entering the solution provider name in the top row. Next, evaluate each solution for the capability identified in each row. If the solution supports the capability, **enter a 1** into the field in the appropriate cell; if the solution does not support the capability, **leave it blank**. Once you have completed all rows, a score will be calculated at the bottom for each solution to help inform your selection.

Insert company names in the boxes below

Overall Failed Payment Recovery Capabilities			
Enter a 1 in the boxes below if the solution supports the capability, or leave blank if it doesn't.			
Does the solution work directly with the payments system to recover payments?			
Is the solution designed to maintain customer satisfaction during the recovery experience?			
Is the solution optimized to achieve top retention and full LTV following customer recovery?			
Does the system apply the ideal recovery approach for each individual failed payment?			
Does the recovery solution deliver branded customer experiences optimized for recovery when customer engagement is required?			
Is multi-invoice payment recovery important for your business? If so, does the solution support it?			
Do you operate in multiple countries and need to support multi-currency payment recovery? If so, does the solution support this?			
Does the solution provider offer custom time zone support?			
Recovery Capabilities Working Directly with the Payments System			
Does the system apply sophisticated AI and machine learning (ML) models (enter a 1), or simple payment retry logic (leave blank)?			
AI Model training (enter a 1 if all are true) 1) If the solution uses AI and ML models, were the algorithms built with training sets containing billions of transaction records? 2) Did the training sample include data critical to building recovery strategies, such as issuing bank and decline codes, allowing their models to optimize for these variables? 3) Did the company apply deep payments industry expertise to build and train their algorithms?			
Does the system create individual recovery strategies for each failed payment with data critical to recovery success, such as issuing bank and decline codes?			
Does the solution deliver ongoing model innovation and upgrades with a proven track record of delivering consistent and regular upgrades in recovery performance?			
Are multiple models running concurrently that are each optimized for top recovery from different decline codes?			
Recovery Capabilities Working with Customers			
Is recovery optimized for customer satisfaction and retention?			
Is email outreach supported?			
Is SMS outreach supported?			
Is call center outreach supported?			
Does provider have expertise building intelligent and positive outreach sequences on your behalf?			
Does it support personalized online payment updates?			
Does it apply multiple customer experience approaches to find the message that drives a positive response from each subscriber?			
Does it support CAN-SPAM, GDPR, and contact preferences?			
Does it support custom time zones?			
Total comparison score =			