

# FIND YOUR LOST REVENUE WITH DUNNING MANAGEMENT

**Dunning:** The process of making a collection, usually in the form of a payment



## Companies are surprised at the number of accounts with credit charge issues



Merchants see failure rates from **5-35%\***

## However most missed payments are unintentional

### Common reasons for debit/credit card declination



Forgetting to update account information (address, etc.)



Expired debit or credit card



Reissuance due to data breach or EMV chip implementation

## The good news is



with an integrated

**CLOUD-BASED DUNNING MANAGEMENT SYSTEM**

## Benefits of dunning management



### Increased revenues

Current payment information reduces involuntary churn



### Time saved

Manual handling is tedious and prone to error



### Stronger business strategy

Analysis of declination and churn stats can provide valuable insights



### Friendly customer interactions

Personal contact regarding missed payments can be awkward

## Business must handle charge issues in a way that does not hurt the customer relationship



### GOAL

In a recurring revenue business, customer retention is just as important as customer acquisition



### CHALLENGE

Freezing an account too quickly can be unfair but being too lenient can result in revenue loss

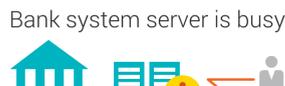
## PROPER DUNNING MANAGEMENT SOLUTIONS SUPPORT

### 1 Automatic collection and retry attempts

Initial payment attempts can fail for a variety of reasons (expiration, bank system maintenance). A good system retries the attempt rather than immediately moving the account to "unpaid".

#### TRANSACTION FAIL

Bank system server is busy



#### RETRYING ATTEMPT

in 120 seconds



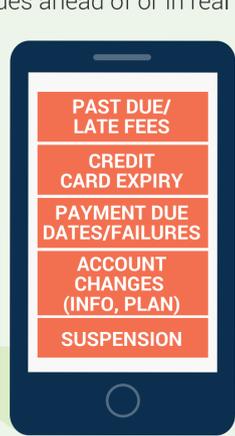
#### SUCCESS!

Payment accepted



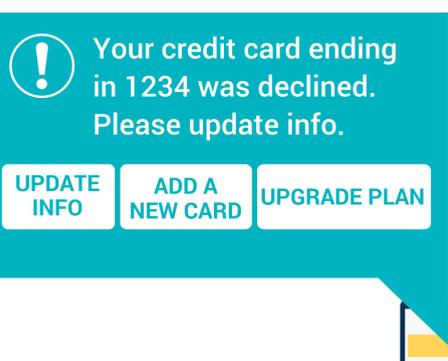
### 2 Proper and timely customer account notifications

Customize and automate account notifications so customers are aware of issues ahead of or in real time.



### 3 Automated dunning follow-up

Give customers a call to action to ensure delinquency does not continue.



### 4 Unlimited dunning configurations

Enterprise businesses have thousands, sometimes millions, of customers. Deploy a system that can account for the various steps in your process.

#### DUNNING MANAGER



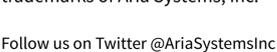
## REMEMBER:

**A reliable dunning management system keeps more customer accounts in good standing, increasing customer retention without expending large amounts of resources.**

Source: Data from GatewayIndex

Copyright © 2015, Aria Systems, Inc. All rights reserved. Aria Systems and the Aria logo are trademarks or registered trademarks of Aria Systems, Inc.

Follow us on Twitter @AriaSystemsInc



www.ariasystems.com