churn ⚡ buster ™

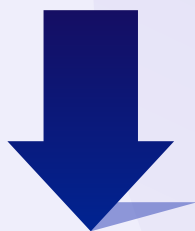# How BattlBox recovers 80% of failed payments and has earned $2M in incremental revenue with Churn Buster.

10%
Reduction in churn out of the box

50%
Increase in customer LTV

> "It's a perpetual honeymoon phase with Churn Buster.
>
> You get that mutualistic vibe that they genuinely care about your success and your growth.

John Roman
CMO, BattlBox

BATTLBOX

BattlBox is a D2C subscription service that provides a wide variety of camping, survival, EDC, and all-around epic outdoor gear from some of the most innovative companies around.

Results

80% of failed payments recovered every month

$2M in revenue recouped

10% reduction in churn virtually as soon as Churn Buster switched on

50% more lifetime value for every recovered customer

Fewer support issues, more orders processed, and customer experience enhanced

Challenges

Unsolved problem of involuntary churn leaving millions of dollars of revenue on the table.

Customer churn is a huge challenge for every e-commerce business. For those operating a subscription model—where business success depends on collecting recurring revenue—the problem becomes mission-critical.

When John Roman joined BattlBox as CMO, following a successful career in sales, customer churn wasn't a battle he'd confronted before. Like many growing and ambitious e-commerce brands, BattlBox's focus was on acquiring new customers, rather than retaining them.

"At that stage of our development, we were all about attracting new customers to our brand," says John. *"We were immersed in what our acquisition cost was on Facebook, what we were getting customers for on Google, and just trying to introduce more people to our fantastic products."*

But as the business leader settled into his new role, he began looking deeper for ways to unlock growth. He quickly realized the business needed to put more focus on keeping customers—not just winning them.

"Until then, churn was one of the things we were least concerned with, when arguably it was one of the things we should be most concerned with," says John. *"We realized that it's a lot easier to keep a customer than win a new one—in fact, it's at least five times cheaper!"*

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When John had the epiphany that churn was having a limiting factor on the company's growth, he was keen to get ahead of the competition on tackling it.

One of the biggest challenges to overcome was passive churn, where customers were lost involuntarily following a failed card payment.

BattlBox's process for recovering failed subscription payments had become too basic for a company their size. As a result, it was leading to a very poor rate of recovery, frustrating their customers, and hurting their brand.

The business typically had around a 14% failure rate on card payments. Whenever a payment failed, an email was automatically sent to the customer. While automation should have made life easier, the process was packed with problems.

> *"Many of the failures weren't traditional declines," explains John. "They were due to the volume of batches we were putting through and were easily resolvable the next day when we did the payments in a smaller batch. So even when there wasn't a problem, we were sending an email and creating an issue for our customers."*

This opened the door to even more difficulties.

> *"If an email was sent in error, the customer thought something was wrong and would have to take time out of their day to address it," says John. "They'd email our support team, who then tried to figure it out. Suddenly we had people on both sides trying to look at a problem that might not even be a problem. It provided a poor customer experience as we were giving them stress and anxiety for no reason at all."*

At a Glance

Challenges

- Focusing solely on attracting new customers

- Realizing the importance of retaining existing customers

- Suffering significant involuntary churn

- Working to recover failed payments, but automated emails providing poor customer experience

- Looking for a better way to retain customers and improve relationships

Solution

Churn Buster provided BattlBox with:

- Unmatched system for recovering failed payments and reducing involuntary churn

- Transparent and fair pricing

- Multiple card retries before any outreach occurs

- Customized campaigns that ensure right actions are taken at the right time

- Emails that are on-brand, on-voice, and simple to act on

- Multi-channel outreach, including SMS

- Seamless integration with Recharge

When BattlBox probed what was happening, they saw that the same generic email was being sent every time a payment failed. Because the outreach was so repetitive, customers' spam filters and firewalls were often preventing emails from even getting through.

> *"The emails weren't personal, weren't on brand, and were very robotic," says John. "Even when they did get through all the email filters, they provided a horrible customer experience."*

As a proactive CMO, John knew that every challenge brings an opportunity.

> *"We could see instantly that there was a great opportunity for us if we could find a suitable tech solution to reduce churn and improve our performance on payment recovery," says John.*

So the search was on to find a platform capable of improving the customer experience, boosting their recovery rate—and eliminating this frustrating roadblock to their future growth.

> ❝ **The emails we were sending (before Churn Buster) weren't personal, weren't on brand and were very robotic. So even when they did get through all the email filters, they provided a horrible customer experience.** ❞

Solution

Easy-to-implement platform enables customized campaigns that keep more subscription customers.

As BattlBox searched out a bulletproof system for recovering failed payments and reducing involuntary churn, Churn Buster came on to their radar.

However, a competitor was also circling. This competitor had taken a very aggressive approach to getting BattlBox to use their service, but John found its whole offer and approach disconcerting.

> *"The company's pricing model seemed a little greedy," he says. "They wanted a percentage of our saved revenue, which would be pricey if we started doing it in volume. They were also basing their pricing on assumptions of lifetime value. We just knew they weren't a good fit for us."*

In contrast to the over-zealous approach of this business, Churn Buster immediately felt different.

> *"Churn Buster gave us a more positive experience from our very first interaction with them," says John. "They were totally transparent with their pricing where we just pay a set amount each month. Plus, the feeling we got from the team from the get-go*

> ## Churn Buster was fantastic to work with and reconfirmed our hypothesis that they were going to be true partners.

> *was that they cared about our success, and were going to function like true partners. Churn Buster's sales approach was just right."*

As a final piece of persuasion, Churn Buster provided referrals from extremely happy partners.

> *"They did a great job leaning on partners they already worked with," says John. "Recharge, for example, had nothing but great things to say about Churn Buster. When you hear that from somebody else, it's always good, right? When someone else that you trust is recommending, the weight of that referral is so much greater."*

Implementing Churn Buster was fast and easy, and required no real learning curve. While the platform provides powerful results out of the box, John was keen to leverage its flexibility to create customized campaigns that ensured outreach was on-brand, and delivered at the right time to optimize their recovery rate.

> *"We leaned on the Churn Buster team for their help and best practice for making customizations work for us," says John. "Getting our campaign right from the very start was so important to us, as attacking churn was our big initiative at that time—and Churn Buster was going to be a key component. Churn Buster was fantastic to work with and reconfirmed our hypothesis that they were going to be true partners."*

Even without any customization, Churn Buster monitors failed payments as they happen. So whenever a recurring payment fails, a campaign automatically kicks in to recover the revenue.

With John's customizations in place, the platform became even more powerful. BattlBox tailored the system to carry out multiple card retries before any customer outreach even began. This immediately improved the customer experience, not to mention reducing the load on their support team.

> *"Because the tool retries the card before an email is even sent, we're no longer creating an issue when there's not one," explains John.*

Next, BattlBox edited Churn Buster's in-depth email templates, customizing the content so it was on-brand and on-voice. They also set up an option to send emails from different members of their team, to ensure customer outreach was even friendlier and more personal.

Churn Buster also enabled BattlBox to include a link within each email that required no log-in. So customers could update their card details with no hassle and in next to no-time.

Because Churn Buster makes customizing campaigns so easy, BattlBox also extended the length of each campaign to 50 days, with emails increasing in urgency at each stage of follow-up. They even added a multi-channel element to their campaigns—in the form of SMS messages—to ensure no customers were missed.

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"Where previously it was just a bunch of the same emails we were sending, now they are all different. And when customers aren't responding to emails, SMS ensures every customer is reached, and provides an extra channel to really maximize recovery rates," says John.

BattlBox also appreciated Churn Buster's seamless integration with Recharge. This allows them greater flexibility with their campaigns, and means they can clear payments seamlessly alongside order fulfilment.

Yet another benefit for BattlBox has been Churn Buster's transparent reporting. In just a few clicks, John and his team have total visibility of how emails are being delivered and opened, the value of past-due payments, the value of recovered payments, and the current recovery rate.

With so many useful metrics at his fingertips, he can spot any emerging issues and continually hone and improve their campaigns.

> **It's such an easy-to-use platform, supported by a great team, and it delivers instant ROI.**

Results

80% of failed payments recovered and $2M of lost revenue recouped.

Thanks to Churn Buster's unique mix of frictionless card retries, high-quality and customizable outreach, and SMS nudges, BattlBox now recovers more failed payments, without frustrating its customers—and all the time strengthening its brand.

With Churn Buster, **BattlBox recovers roughly 80% of failed payments each month.**

Even better, since implementing the platform in 2019, they've **recovered almost $2M in first payments alone—a figure that gets multiplied by any recurring payments from retained customers.**

Because they can now do multiple card retries before sending any customers outreach, **19.3% of failed payments are cleared before an email is even sent.**

> *"This means fewer report issues are raised, more orders are processed and shipped, and the customer experience is improved,"* says John.

What really impressed BattlBox was the immediacy of their ROI. **Virtually as soon as they switched Churn Buster on, the company reduced churn by 10%!**

> *"That's a big number and a real game-changer for any e-commerce business,"* says John. *"The beauty of being a subscription business is that the recovered revenue is like compound interest. It's more than just that one troubled renewal. You then keep those customers and they continue their life-cycle with you."*

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John estimates that **every recovered payment adds 50% more lifetime value for each customer.**

> "Customers stay with us for six months on average, but when Churn Buster saves them, we're typically looking at about nine months of lifetime value from that user," explains John.

With so much additional revenue, BattlBox now has more money to invest in its ad spend, which drives further growth and success.

> "Churn Buster plugs in as a perfect piece of the customer retention puzzle," says John. "Our advertising budget is based as a percentage of our top-line revenue. So when we retain that extra 10% each month it takes our top-line higher. **This gives us more budget for advertising, which means more customers!"**

John appreciates Churn Buster's five-star customer service and partnership approach just as much as their phenomenal metrics.

> "It's a perpetual honeymoon phase with Churn Buster," he says. "If we ever have issues or questions that we reach out on, they're very quick to respond. And what I really like is that they have a very proactive approach. When they roll out new tweaks, improvements and upgrades, they reach out to us and they're excited. You get that mutualistic vibe that they genuinely care about your success and your growth."

John is thrilled that Churn Buster has helped him take a lead on attacking passive churn.

> "Churn Buster is fantastic and we see them as a strategic partner for the long-term," he says. "It's one of the few tech solutions we have that's never up for discussion when we talk about cutting costs or budgets, or looking at new tech to replace other tech."

Unsurprisingly, he recommends Churn Buster to any e-commerce business that wants to stop missing out on thousands of dollars of lost revenue every day.

> "It's such an easy-to-use platform, supported by a great team, and it delivers instant ROI," says John. "As direct-to-consumer companies, we all have to work so hard to acquire customers, particularly with all the iOS changes going on in the advertising world with Apple and Facebook. So if you haven't focused on churn yet, now is the time to stop leaving money on the table and get your churn under control with Churn Buster."

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