SAP Hybris ⟨y⟩
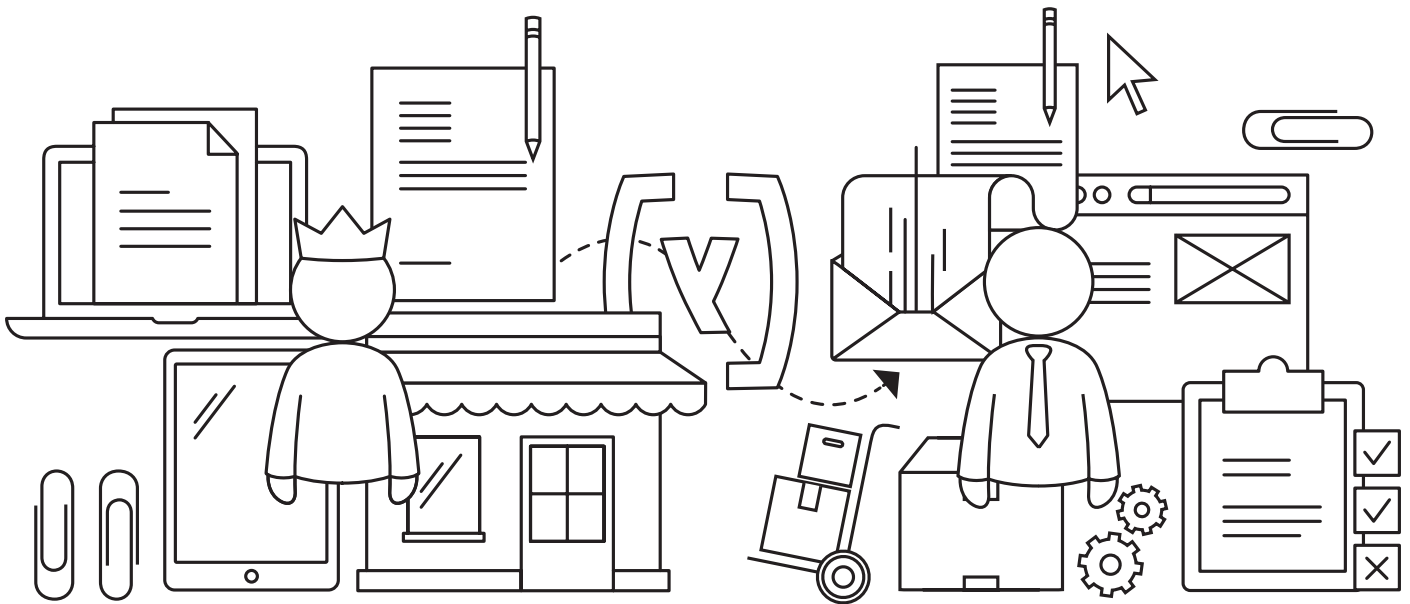
SAP Hybris Billing, subscription order management

When delivering subscription-based products and services, you need to be able to manage customer contracts flexibly – adding, modifying, tracking or removing elements quickly for an effortless customer experience. You need to be able to track service usage and get a clear profile of your customers to be able to create effective targeted offers that increase their lifetime value.

Subscription order management from SAP Hybris Billing enables your business to be as flexible as its customers. Monetize subscriptions, usage and revenue-sharing models flexibly, while managing all aspects of subscription order management – from order capture, to order distribution, to change order processes – across all touchpoints.

With subscription order management from SAP Hybris Billing, you can:

→ **Boost average revenue and reduce customer churn**

Engage B2C and B2B customers with a consistent experience across all touchpoints. Acquire new customers with targeted subscription offers, and change existing subscriptions quickly to keep customer satisfaction high.

→ **Get a 360° view of customer activity and interactions**

Capture all orders and interactions and track usage for an overview of each customer's journey, along with the product catalog and offer management.

→ **Exploit market opportunities**

Quickly design new subscription offerings with the right mix of products, projects, recurring and one-time services, usage charges, entitlements, third party content, apps and services – all on one quote and one contract.

→ **Facilitate complex product bundling**

Manage complex contracts with bundled and blended products and services with Cross Catalog Mapping.

Features

→ **Product Catalog & Offer Management:** Create targeted subscription offers and make them instantly available for quoting and ordering across all channels

→ **Order Capture:** Acquire and engage customer at every touchpoint

→ **Order Distribution:** Ensure that what is ordered can be delivered and billed for

→ **Contract Management:** Quickly make changes to existing subscriptions

→ **Financial Customer Care:** Give your service agents a 360° view of customer interactions across the entire order-to-cash process

Business Benefits

→ Engage B2C and B2B customers with a consistent experience across all touchpoints

→ Acquire new customers with targeted subscription offers and boost average revenue per customer

→ Lower customer churn rate with the ability to make changes to existing subscriptions quickly

→ Turn more customer interactions into sales by integrating and delivering all customer information into a single view

→ Seize more up-selling and cross-selling opportunities through better targeting of new product and service offerings

→ Improve customer retention by making the right offers at the right time

→ Gain visibility and control by capturing subscription orders, monitoring them and controlling their distribution and fulfillment across the entire order-to-cash process

→ Reduce costs by giving service agents a single view of customers' journeys to make service more efficient and effective