

## BENEFITS SNAPSHOT



### REDUCED COLLECTIONS PROCESS

From 125 working days to 1 working day



### ELIMINATED 100% OF DELAY

To dunning initiation



### REDISTRIBUTED 80% OF BILLING EFFORT

To higher level business operations

## THE CUSTOMER

The Covenant Group coaches entrepreneurs to achieve and sustain their peak level of performance based on how they define success for themselves. Professionals and organizations subscribe to the various coaching service plans on a monthly or yearly basis.

## THE COVENANT GROUP'S STORY

The Covenant Group has two and a half decades of proven excellence in coaching professionals in some of the world's largest business institutions. When the organization began redesigning its online training platform, it also digitally transformed its revenue engine by implementing an agile recurring billing and subscription management platform into its technology stack.

### ► THE CHALLENGE

When the organization began redesigning its online training platform, it also recognized the need for a more efficient subscription billing solution as part of its technology stack. The Covenant Group's billing process involved faxing invoices to clients, receiving payment information via fax, then processing payments manually.

Not only was it common for the organization to have thousands of dollars in outstanding revenue, but it would also take up to six months to complete the collections process. Additionally, it was taking up to 10 business days for team members to become aware of failed payments, which ultimately delayed its dunning management process.



*When we're looking at our projections, we have a more accurate understanding of our cash flow. Now we can plan better when we're considering where we want to spend our money and what kinds of things we want to invest in.*

**Keita Demming, Ph.D.,  
Head of Development and  
Innovation, The Covenant Group**

## ▶ THE SOLUTION

Since implementing Fusebill's agile recurring billing platform, The Covenant Group has automated its lengthy recurring invoicing and payment process. Clients can now use its self-service portal to input and update their own contact and payment information as needed—zero faxes required.

The organization's delayed dunning process has also been eliminated entirely. With Fusebill, clients are notified when card expiries are approaching. Additionally, cards are automatically retried when payment fails, streamlining collections and reducing workload for The Covenant Group.

Finally, the organization's clients and team members all enjoy a better, more simplified user experience.

## ▶ THE BENEFITS

With its old billing process, The Covenant Group was spending up to six months on its payment collections. With Fusebill, **collections can sometimes be completed within a day.**

When payments fail, the dunning management features in the organization's billing platform now kick in immediately. This has **eliminated any lag in the dunning process and ensures revenue recovery begins instantly.**

And in terms of reporting, not only can The Covenant Group easily review any overdue payments to get involved when it needs to, but also team members have access to detailed revenue data. This enables them to perform better **planning for future organizational investments.**

“

*We haven't added to the team.  
We've just added the right software.*

**Keita Demming, Ph.D.,  
Head of Development and  
Innovation, The Covenant Group**

## More Case Studies

Read other case studies of how leading SaaS, IoT, and Media companies used Fusebill to scale with confidence.

[ALL CASE STUDIES](#)

## Ready To **Do Subscriptions Right?**

Create your test drive account to automate your subscription billing and empower your subscription business for growth.

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Contact our billing experts: [sales@fusebill.com](mailto:sales@fusebill.com) • Call: [888-519-1425](tel:888-519-1425)

