



CASE STUDY



Established in 2004, is a global end-to-end IT services & solutions company, which develops long-term relationship with clients by leveraging unique delivery models and expert frameworks.

Merchant Outreach Chat Automation for a Subscription Management Solution Provider

About Client

The client is a global market leader in subscription management solutions incorporated into banking and fintech applications. They're partnered with top-tier banks, fintech's, and subscription-based companies to enhance their overall digital experience. Currently, they are catering to over 20 million users worldwide.

Executive Summary

The client enables their users to pause, change plans, accept offers, unblock card payments, resubscribe, and cancel subscriptions. They were experiencing periodic user drops due to inefficient manual client interactions. Therefore, to sustain their operations, retain their clients, and expand their reach, they partnered with Techwave to help them with a customized AI solution.

Vertical:
Fintech

Region: Europe

Revenue: <\$100M

Key Challenges:
Manual interactions, inefficient operations, and loss of users.



Business Challenges

- Subscription requests from the client app were handled manually by their operations team
- Loss of users due to inefficient responses to subscription-based merchant requests
- Expensive and time-consuming team-client interactions

Techwave's Strategy & Solution

Techwave partnered with the client to build an AI-driven user lifecycle subscription management solution. The automation process includes:

- Reducing support overheads with greater subscriber control and automation
- Lowering disputes and chargebacks significantly
- Collecting and analyzing historical subscription data of all merchants across the regions
- Augmenting flexibility in the banking and fintech applications to the entire subscriber lifecycle
- Integrating AI models with the back-end subscription management systems for deployment
- Increasing data security and mitigating risks by implementing best industry practices





Business Outcomes

25% Reduction in subscription cancellation requests

15% Increase in user win-backs due to seamless payment transactions

20% Increase in global banking and fintech application users due to incentives like channel-specific products and discounts

Featured Technologies



About Techwave

Headquartered in Houston, TX, Techwave provides Global Technology and Engineering Services and Solutions to more than 600+ clients across 5 continents. Our expertise in Data & Analytics, Software Engineering, AI/ML, Cloud Engineering Services, and Strategic Sourcing provides the end-to-end digital capabilities that empower our clients to maximize the value realization from their digital investments. Our CMMI Level 5 and ISO 9001:2015 certifications demonstrate our ability to deliver excellence to all our clients.



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