



ClubAutomation

Full Service Billing

A Guide for Club Operators

Why Full Service Billing?

Automated billing is wonderful. It helps club owners and operators do away with the busy work that comes with processing and recording payments. The process is automatic and predictable.

However, automated billing isn't foolproof. As any club leader knows, automated credit card payments will fail, and you will need to track down members to get paid. Sometimes you end up receiving the payment, and sometimes you don't. You're also hit with rejected payment fees for the credit card payments that fail, so you're losing money on money you haven't received yet.

In addition to the financial loss associated with declined payments, your team loses a significant amount of time chasing payments down. Your team should be focused on connecting with members and leading programs, not answering the same billing questions or updating credit cards in your management system. When it comes to executing your leadership vision for the club, every minute matters. The good news is that full service billing provides a solution to this.



This guide explains full service billing and how it will save you time and money. Clubs who use full service billing report an increase in revenue, both from recovering more payments and from using less staff time to do so. They also save time and money by allowing the trained and professional full service billing agents to handle routine customer service issues, which improves both member satisfaction and retention. If you think automated billing alone is good enough for your business, we hope the information in this guide will leave you thinking differently.



How Much Revenue Could You Recover with Full Service Billing?

Clubs can see tremendous results when they begin to utilize full service billing services. Those who choose to use Full Service Billing by Club Automation are no exception.

\$14,636 Average Recovered Revenue

Based off the data from the clubs utilizing Full Service Billing by Club Automation, the average recovered revenue per month is \$14,636. This is revenue that potentially could have slipped through the cracks without Full Service Billing.

\$9 Recovered for Every \$1 Spent on Full Service Billing

Clubs that use Full Service Billing by Club Automation are seeing remarkable ROI with \$9 being recovered for every \$1 spent on the service. While these numbers vary from club to club, this kind of ROI can provide amazing results and a real impact for your club.

58 Accounts Recovered per Month

Based off industry research, one out of three members who have a payment declined will end up cancelling their membership. On average, our Full Service Billing team is able to fully recover 58 accounts per club each month. Without recovery, these accounts would be in danger of falling further behind or cancelling.

These results aren't guaranteed and there are a large number of factors involved in the success of full service billing, which is why we always recommend speaking with a full service billing expert who can help you analyze the potential Full Service Billing has for your club.

Data aggregated from Club Automation Full Service Billing customers and industry averages.

Understanding Full Service Billing

Full service billing is comprised of five key elements in order to maximize saved revenue, retained relationships, and saved time. Make sure you're not missing any of these items from your full service billing agreement.

Outbound Services

Phone and email communications are sent to the account holder to gain updated credit card or bank account information. As updated credit card or bank account information is secured, payment will be reprocessed. The timing of these services should be customized according to membership agreement terms.

Inbound Services

Incoming calls and emails in response to the initiated Outbound Services are professionally managed by well-trained staff, familiar with your management system and business best practices. Making payment modifications, updating data such as address or telephone number, and/or initiating holds or membership cancellations are all managed in alignment with your business' standards and processes.

Experienced Team

An experienced staff, that knows your systems and processes, can help find a resolution that keeps your members active and happy, while reducing the burden on your staff of having difficult billing conversations with clients. Unlike a cutthroat collections agency that can lead to a poor experience for your members and staff.

Proactive Card Account Updater

Billing continues uninterrupted and new card data is proactively updated for the American Express, Visa, MasterCard and Discover accounts you have active within your club. Cards are automatically updated prior to scheduled drafts, reducing the number of invalid declines due to expired card data.

Credit Card Resubmission Services

"Soft" credit card declines are monitored on a daily basis and resubmitted a few times within thirty days after the original decline. Club Automation even has proprietary Smart Date technology to resubmit payments on days that are more likely to ensure a successful transaction.

ACH Resubmission Services

Similar to the Credit Card Resubmission Services, ACH declines are monitored on a daily basis and resubmitted a few times within thirty days after the original decline. Club Automation also uses its proprietary Smart Date technology to resubmit these payments on days that are more likely to ensure a successful transaction.

Full Service Billing Saves You Time

Full service billing is like having an additional staff member on your team. The services offered with full service billing save you an enormous amount of time. Every time one of your members gets a new credit card, the number needs to be updated in your system. If you don't update these things, you won't get paid. Even if your club management solution does some of the leg work and alerts you that you need to collect a new card number, it still takes time to track down the information to do it. Often times, by the time you've retrieved the new information, the payment has already failed.

Managing the back and forth on standard customer service issues consume time too. A common example of this is when a member wants to put their account on vacation hold, and you need to manually adjust the automated payment processing date. You also need to remember to restart their payment processing when their hold period expires.

When you dedicate staff to handle all of these payment and customer service issues, they're being pulled away from revenue-generating and relationship building tasks. You're paying them to be at your club to teach, train, support your members and help sell memberships.

Use Your Time More Effectively

Smart club leaders know there's a massive benefit to specialization, and people are most effective when they're utilizing their strengths. You and your team are most valuable to your business when you're helping your members achieve their goals. With your full service billing provider handling the sticky problems of payment processing and customer service, you save countless hours each week. Full service billing is like having an additional staff member or even team to your workforce. You and your employees will no longer need to get lost in the weeds of membership payment issues, freeing you up for more productive income-driving activities.

**Full Service Billing is like having an additional
staff member on your team.**

Full Service Billing Saves You Money

Full service billing also saves you money, in terms of both recovering more of the money owed to you and spending less staff time to do it. Without declined credit cards and rejected payment fees, you bring in more of the money you earned and enjoy a consistent revenue stream.

Prevent Declined Payments and Reduce Labor Costs

Much of the cost savings associated with full service billing are due to early prevention of declined payments, which allows more payments to process promptly. Likewise, a proactive pursuit of lost payments helps bring more revenue back to your business, securing future income as well by reinstating recurring payments. Full service billing will make it possible to get paid on time, every time.

With full service billing, you also save money by reducing or eliminating the labor costs associated with tracking down payments and solving membership and contract issues. Moreover, the team of professional full service billing agents are experts in customer service and member retention, so not only can you reduce labor costs, but you can do so knowing you're improving the level of service your members receive.

Finally, full service billing strengthens relationships with members because it eliminates the awkward conversations about billing. These strengthened relationships result in improved member retention and keeps the interactions between you, your staff and your members positive and focused on improving your members' health and wellness. Moreover, when the full service billing agents bring accounts current, you'll get your members back in the club faster. These efficiencies translate into a significant amount of savings.

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Full Service Billing Enhances Your Club Management Solution

Using full service billing to enhance your club management solution saves you time and money while increasing member satisfaction and retention. Your Full Service Billing agents ensure your automated payments are processing correctly, and when those payments aren't, your agents step in with personal outreach. Your professional team of service agents also act as the face of your business for billing, contracts and software-specific member issues, maintaining consistency by adhering to your procedures.

When considering which provider to use, look for one that seamlessly integrates into your club management solution and has excellent user reviews. You want to choose a provider that's serviced the health and wellness industry for many years and has a team of experienced and skilled account professionals. Backed by over 30 years of experience, Club Automation's Full Service Billing team works hard to improve member communications, provide great business features and recover revenue that might otherwise be lost.

Are you ready to recover revenue and spend less time on payment issues?

Contact Us Today

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