Success+

Partner guide

Introduction

Payment failures can have a big impact on your users. Whether they are subscription businesses suffering from involuntary churn, or invoicers experiencing high levels of bad debt, payment failures are a major contributor to the problem.

Every year more than 30% of businesses in the UK experience bad debt as a consequence of missed or failed payments. This has an impact on both cash flow and revenue.

For those businesses that operate with a subscription business model, late and failed payments can ultimately result in customer churn which too impacts revenue and the health of the business.

15%

Payments fail on average

On average card payments fail up to 15% of all charge attempts

31%

Bad debt kills businesses

Every year, more than 30% of businesses in the UK experience bad debt as a consequence of missed or failed payments

30%

Churn is related to a payment failure

On average, businesses face churn rates of around 27%, of which 25% to 40% is directly related to payment failures

Whilst payment failures can sometimes feel like an inevitability for your users, they don't have to be.

At GoCardless we're committed to improving the process immediately after payment failure. Together with our partners this is where we believe we can add real value to our joint users.

However, the way that payment retries are scheduled today (included by those businesses already collecting payments with GoCardless) is not optimised for success.

Businesses don't know anything about the likelihood of payment success. Payments are retried on arbitrary dates. Collection processes are weighted towards payment failure.

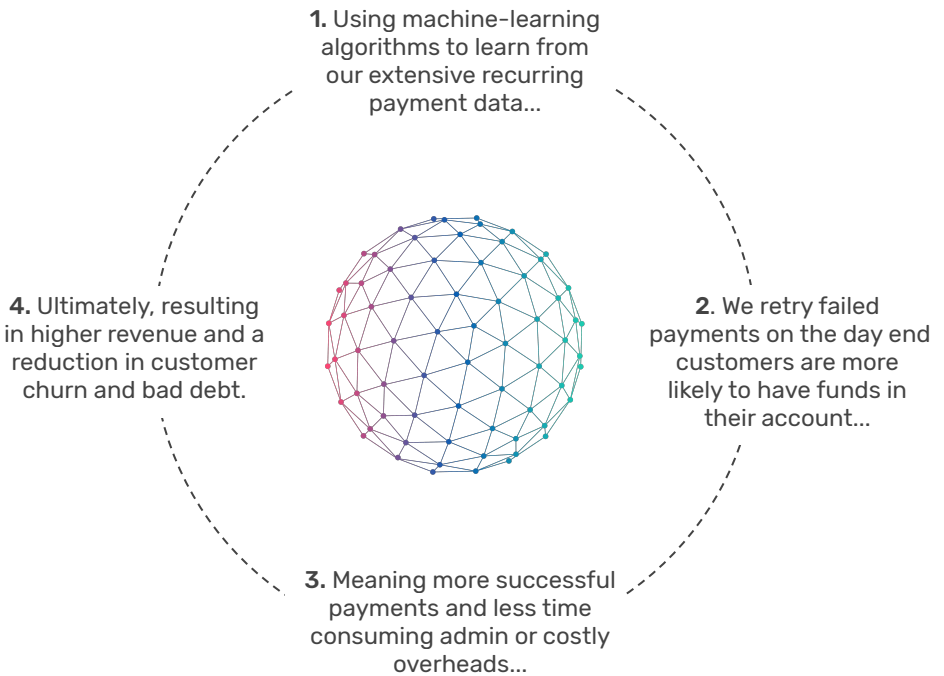This is the problem we are solving with Success+.

The Success+ Product

The Success+ Product

Success+ is a payment intelligence tool designed to help our joint users improve their payment success rates.

Success+ uses machine learning and GoCardless transactional data to retry failed payments on the day that end customers (payers) are more likely to have funds in their account.

This means more successful payments, higher revenue and a reduction in customer churn and/or bad debt for our joint users.

1. Using machine-learning algorithms to learn from our extensive recurring payment data...

2. We retry failed payments on the day end customers are more likely to have funds in their account...

3. Meaning more successful payments and less time consuming admin or costly overheads...

4. Ultimately, resulting in higher revenue and a reduction in customer churn and bad debt.

We've already been trailing Success+ with our existing user base.

For more than a year, 2000 of our existing users have been using Success+ to successfully improve their payment success rates. Across the board, Success+ has driven down failures by 15% by successfully choosing the best dates for payment retries.

Almost 90% of users said that the Success+ product helped to save them time, reducing the hours spent chasing failed payments.

70% said it had helped them to improve their relationships with their customers (payers), helping them to avoid the need for those awkward conversations about money.

15%
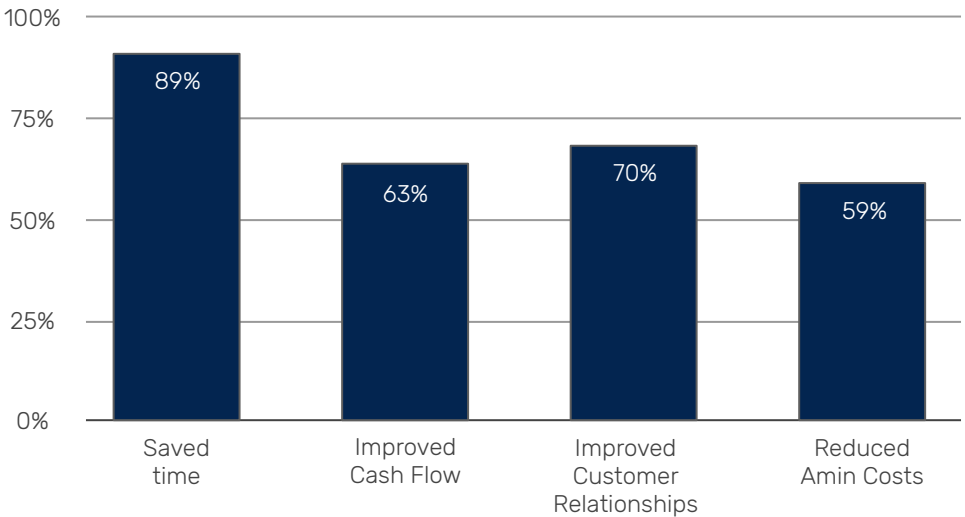
How Success+ can benefit you

How Success+ can benefit you

The Success+ product has been designed to add immediate value to our Partners and shared users:

1. **Increase retention**

   Provide your existing users with a product that saves them time, improves relationships with end customers and increases revenue.

2. **Grow your user base**

   Attract new users that are looking to optimise their payment collection in an automated, intelligent way.

3. **Extend the power of your integration**

   Add cutting-edge technology to your platform in a quick and straightforward way, without having to invest in much developer time and resource.

The Success+ Product is launching in the GoCardless Product on 22 April 2020. This will be followed by a virtual launch event on 29 April.

We're inviting all existing partners to add the Success+ product to their integration and join us in our go to market and promotional activities.

We'll be making promotional assets available to partners and featuring platforms that support Success+ in our activities.

Please contact the team to get involved!

Friday 17 April
Success+ Product available via Partner API

Wednesday 22 April
Launch of Success+ in GoCardless product

Wednesday 29 April
Virtual launch event

Ongoing Go-to-market activity
Promotion to existing and new GoCardless users

How to implement Success+ & UX guidance

How to implement Success+ & UX guidance

Success+ is an opt-in product. Individual users must first enable it within the GoCardless settings page, as part of the GoCardless dashboard, and specify the configuration options.

Users can:

- Choose the number of times to retry a failed payment (up to a maximum of 3 times)
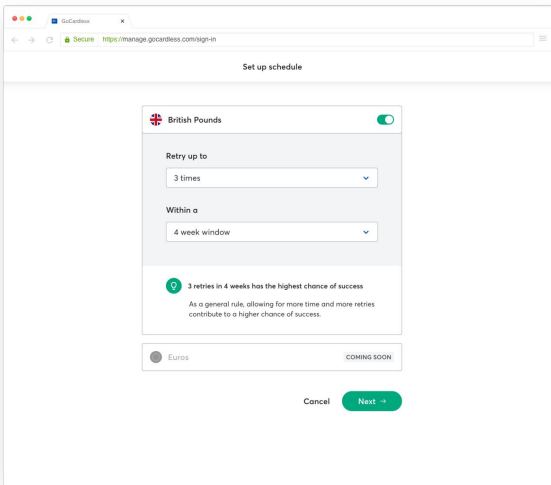- Choose the length of the retry window (up to a maximum of 6 weeks)

Partners can direct users to the Success+ configuration page from their partner platform using this link:

https://manage.gocardless.com/success-plus

Technical changes involve adding a 'flag' to payments upon creation to let GoCardless know if they should be intelligently retried using Success+ should they fail. You can read more details in our [API documentation.](#)

The focus for UI/UX changes should be on providing users with greater payment visibility. This includes:

- If, and when, a payment is being retried (rather than showing it as failed)
- How many retry attempts have taken place already
- Where a payment cannot be retried, display the reason (e.g. maximum number of retries hit, mandate cancelled etc.)

Payment retries should draw attention but not alarm - the correct level of alert should be used to display them to a user (e.g. using orange or yellow to display an alert as opposed to red).

☐	INV-0041	Charles Harrington	● Failed - Retrying...	12.02.19	12.02.19	£599
☐	INV-0041	Charles Harrington	● Submitted - 2nd attempt	12.02.19	12.02.19	£599

Charge date 16.02.19
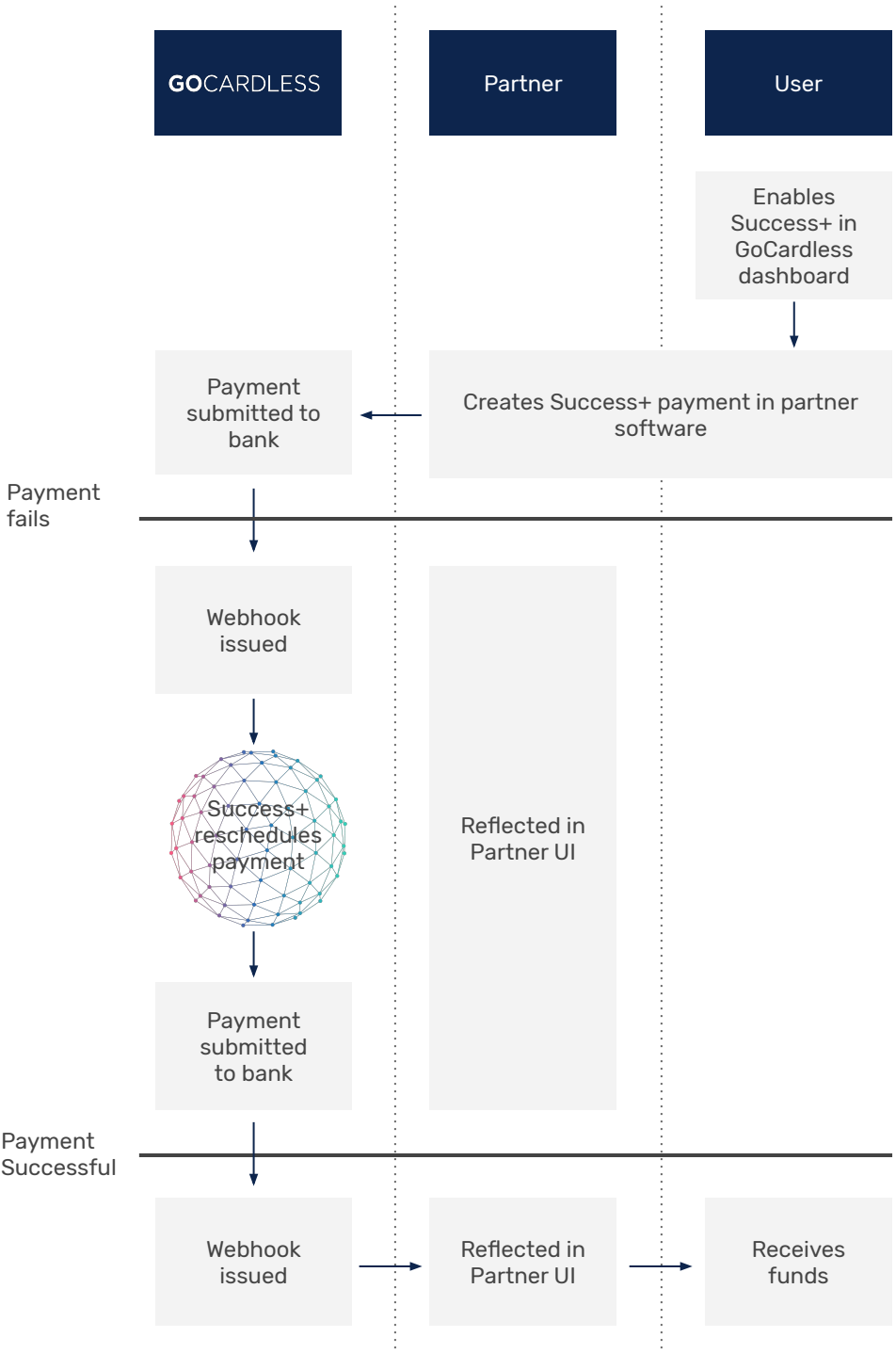
⚠️

The following invoices couldn't be collected and will be retried soon

Since 20 May 11:00 until 27 May 11:00

INV-0102	1st retry on 10 February
INV-074	1st retry on 10 February
INV-057	1st retry on 8 Ferbuary
INV-055	2nd retry on 8 February
INV-045	3rd retry on 5 February
INV-034	3rd retry on 5 February

View in GoCardless for Xero

We've provided an overview of how the Success+ product works for a partner user below.

GOCARDLESS	Partner	User
		Enables Success+ in GoCardless dashboard
Payment submitted to bank	Creates Success+ payment in partner software	

Payment fails

Webhook issued		
Success+ reschedules payment	Reflected in Partner UI	
Payment submitted to bank		

Payment Successful

Webhook issued	Reflected in Partner UI	Receives funds

When implementing Success+ you also need to be aware that:

1. If you currently use the [retry endpoint](#) to automatically retry failed payments, you will need to disable this

2. If you currently retry payments without using the retry endpoint, you will need to disable this

3. You should not attempt to 'predict' whether an individual payment will be retried. We will always notify you whether a payment will be retried when sending the ['failed' event](#)

Section 4

Frequently Asked Questions

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What happens when a user enables Success+ in the GoCardless dashboard but the partner hasn't completed the necessary technical work to enable the product?

The Success+ product will only work when:
1. The user has enabled the feature in the GoCardless Dashboard
2. The partner has completed the relevant technical work.

Note, if a user creates any payments once in the GoCardless dashboard and they have enabled the Success+ feature, these payments *will be* intelligently retried. We strongly recommend partners add the Success+ feature to their integrations to avoid users behaving this way.

What technical work is involved in enabling Success+?

Partners need to add a 'flag' to payments upon creation to let GoCardless know if they should be intelligently retried should they fail.

Partners will also need to update their UI and UX to accommodate Success. This involves providing users with payment visibility (if and when a payment is being retried, how many retry attempts have taken place already etc.).

Can users enable and configure the Success+ product within the partner platform?

Whilst we want users to remain, and administer their GoCardless accounts within, the partner platform, this isn't possible with Success+.

We listened to feedback from our partners during the development of the product and decided that configuration settings should remain in the GoCardless dashboard for the following reasons;

a) Exposing configuration options in both the GoCardless dashboard and the partner platform risks confusing the users (we know that many users login to both the partner platform and the GoCardless dashboard)

b) We may add further configuration options in the future which would require additional work from the partner and may result in a breaking change. Keeping the configuration settings in the GoCardless dashboard avoids this.

c) Based on user testing we've found that once a user enables the feature and sets the relevant configuration options (retry window and the maximum number of retries) we do not expect them to adjust them frequently.

Can partners track the number of users enabling Success+?

We don't currently expose whether an individual user has enabled Success+ or what configuration options they have set in the partner API. This is something we are working on introducing.

In the meantime, we will record the number of users connected to a partner enabling Success+. Our aim is to share this information proactively but you can request it at any time by contacting partnerships@gocardless.com

Is Success+ available everywhere?

Success+ is currently available to users collecting payments in BACS (UK), regardless of where they are located.

We'll be rolling the Success+ product out to additional schemes, starting with SEPA (Eurozone), over the coming months.