



paywizard

Subscription
Billing
CRM

SUBSCRIPTION, BILLING AND CRM
EXPERTS

RACING UK



netrange

itv

NBCUniversal

[CURZON
HOME CINEMA]



NBC

digitaluk

Discovery
CHANNEL

Freeview

topuptv

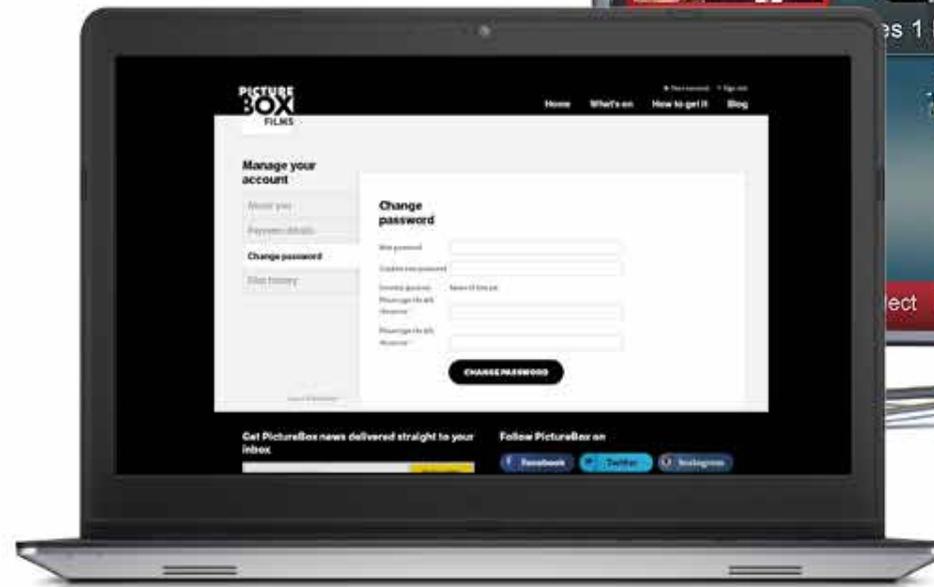
BT Sport

SETANTA
SPORTS



WE UNITE PEOPLE AND ENTERTAINMENT BRILLIANTLY!

Paywizard is a managed SaaS subscription, billing and CRM solution for brands committed to increasing ARPU through superior customer experience. With over 17 years' experience driving acquisition, growth and retention for the world's leading Pay-TV companies, we know what it takes to make a difference.



A photograph of three women sitting around a table, looking at a laptop screen. The woman on the left is pointing at the screen. The woman in the middle is wearing glasses and smiling. The woman on the right is also wearing glasses and smiling. The background is slightly blurred, showing a colorful patterned object. The text is overlaid on the image in white, bold, uppercase letters.

TECHNOLOGY+INSIGHT+PEOPLE

YOU CAN HAVE IT ALL. BRILLIANT TECHNOLOGY AND THE DEPTH OF EXPERIENCE THAT ONLY COMES WITH DOING THE JOB.

10M+

CUSTOMERS ACQUIRED FOR OUR CLIENTS

UP
TO **30%**

CONVERSIONS ON UPGRADE CAMPAIGNS

UP
TO **25%**

CONVERSIONS ON ACQUISITION CAMPAIGNS

UP
TO **60%**

CONVERSIONS ON CHURN REDUCTION PROGRAMMES

100+

PAY-TV PROJECTS

17+

YEARS OF EXPERIENCE

TECHNOLOGY

THE SUBSCRIPTION, BILLING AND CRM PLATFORM YOU CAN RELY ON

The Paywizard Agile Platform is proven. With over 100 pay-TV customers this platform is the robust and secure solution you need to drive revenue and maximise ARPU.

- Manage and support subscribers effortlessly across multi screen
- Take payment anytime, anywhere, in multiple currencies
- Increase customer acquisition and reduce churn through a fully pre-configured offer and discount management system
- Quickly launch your service to get to market fast and deliver immediate value
- Easily integrate with global online video platforms and international payment providers



MANAGED
SAAS

EASY TO
DEPLOY

INSIGHT
DASHBOARD

MARKETING
MANAGER

FINANCIAL
MANAGER

EXTENSIVE
API

DECISION MOMENTS
DASHBOARD

FLEXIBLE SUBSCRIPTION PACKAGES

- One form, agile, subscription creation
- Flexible billing frequency
- Apply multiple prices to the same subscription
- Attach discounts to subscriptions during and after setup
- Customised discounting and tracking
- Catalogue management
- Single summary view
- Flexible crossgrades

PLATFORM

- Managed SaaS
- Secure
- Single sign-on
- Extensive API library via Developer Centre
- Conditional Access pre-integrated
- PSP pre-integrated

SECURE AND ACCURATE BILLING

- Support 300 payment methods and 100 currencies worldwide
- Mid month pro-rata adjustments
- Tax support
- Currency and exchange rate support

CRM & MARKETING

- Extract segmented data from CRM for campaign execution
- Real-time Insight Dashboard to guide segmentation
- File format supports all leading email marketing systems
- At a glance campaign results
- Send 'tactical' personalised email messages via our platform
- Fulfilment and warehousing

CENTRALISED MANAGEMENT

- Centralised console for all activity
- Decision Moments Dashboard
- Admin Manager
- Service Management
- Marketing Manager
- Customer Service Rep interface
- Insight Dashboard
- Security Management
- Finance Manager

OUTSTANDING ONBOARDING

- Scoping and workshops to understand exact needs
- Detailed delivery plan and process
- Full integration programme
- Team education
- Seamless hand off to Account Management team



JAMES MICKLETHWAIT
ONLINE PRODUCT
DIRECTOR



“When we launched the new ITV Player it was imperative that we found a payment partner that understood our needs and met the technical, commercial and operational requirements of our business. It was clear from Paywizard’s proven ability to provide a comprehensive suite of products aimed at monetizing digital content and supporting customer purchases, that they could do exactly that.”

PEOPLE

WE GO BEYOND JUST TELLING YOU

Our Professional Services Team is the best in the industry. We know this because they are unique. They've all spent time working at the forefront of customer communications for over 100 Pay-TV companies, acquiring new customers, supporting customers and retaining customers - over the phone and through marketing programmes. Our Technical Team uses the insight to continually evolve the platform and works with clients to scope the technical footprint of our fully integrated subscription, billing and CRM platform alongside existing technology and 3rd parties.

Our Professional Services Team can help you:

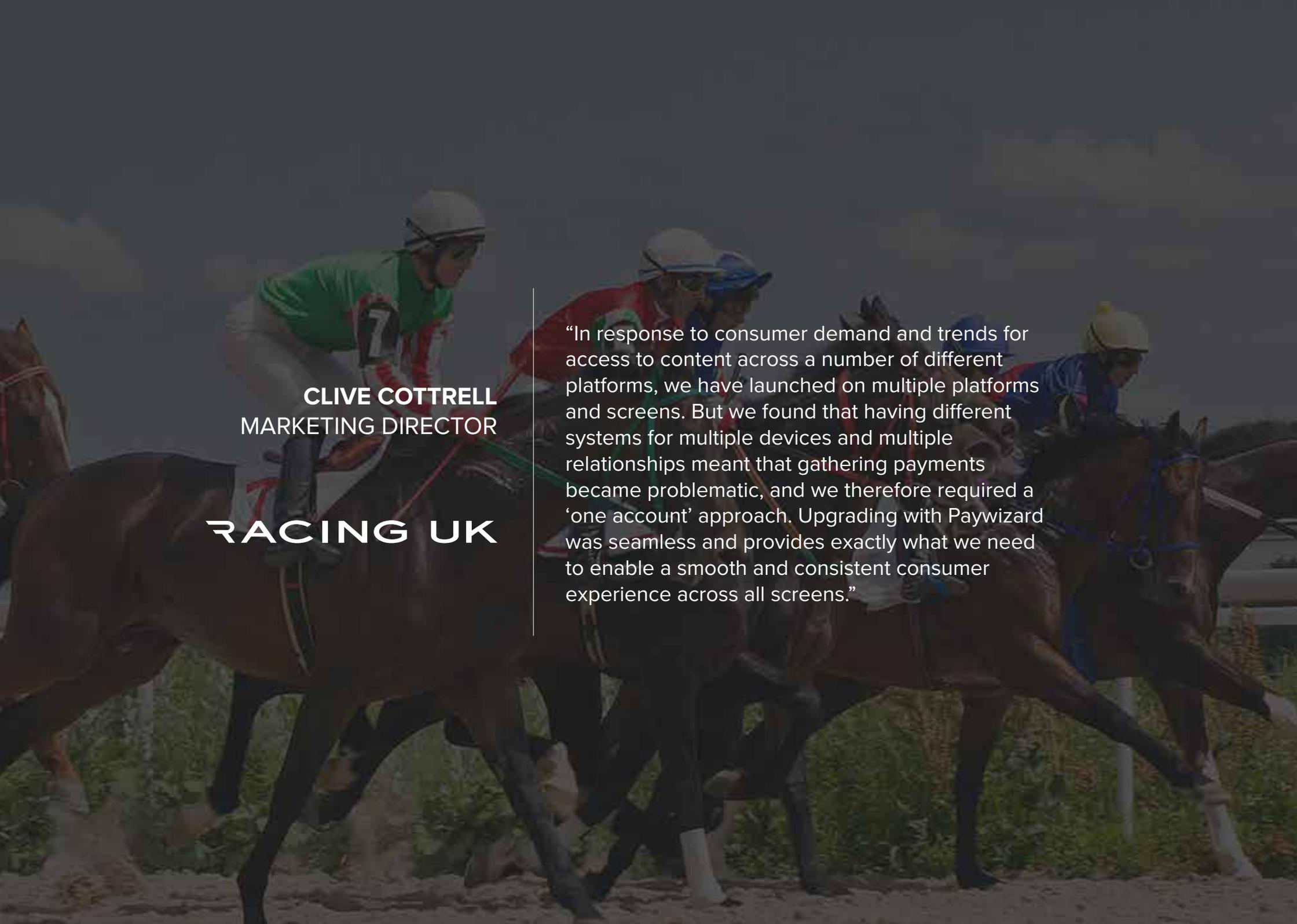
- Scope and architect your exact platform needs to integrate into your overall business
- Scope and understand your customer journeys to map processes
- Provide call centre consulting to help your in house teams support customers
- Provide marketing services support either fully managed or in a advisory capacity
- Full onboarding from sign up to first customer

STUART BRODIE

HEAD OF OPERATIONAL TECHNOLOGY SOLUTIONS

Stuart has been helping pay-TV operators to acquire customers for over 10 years





CLIVE COTTRELL
MARKETING DIRECTOR

RACING UK

“In response to consumer demand and trends for access to content across a number of different platforms, we have launched on multiple platforms and screens. But we found that having different systems for multiple devices and multiple relationships meant that gathering payments became problematic, and we therefore required a ‘one account’ approach. Upgrading with Paywizard was seamless and provides exactly what we need to enable a smooth and consistent consumer experience across all screens.”

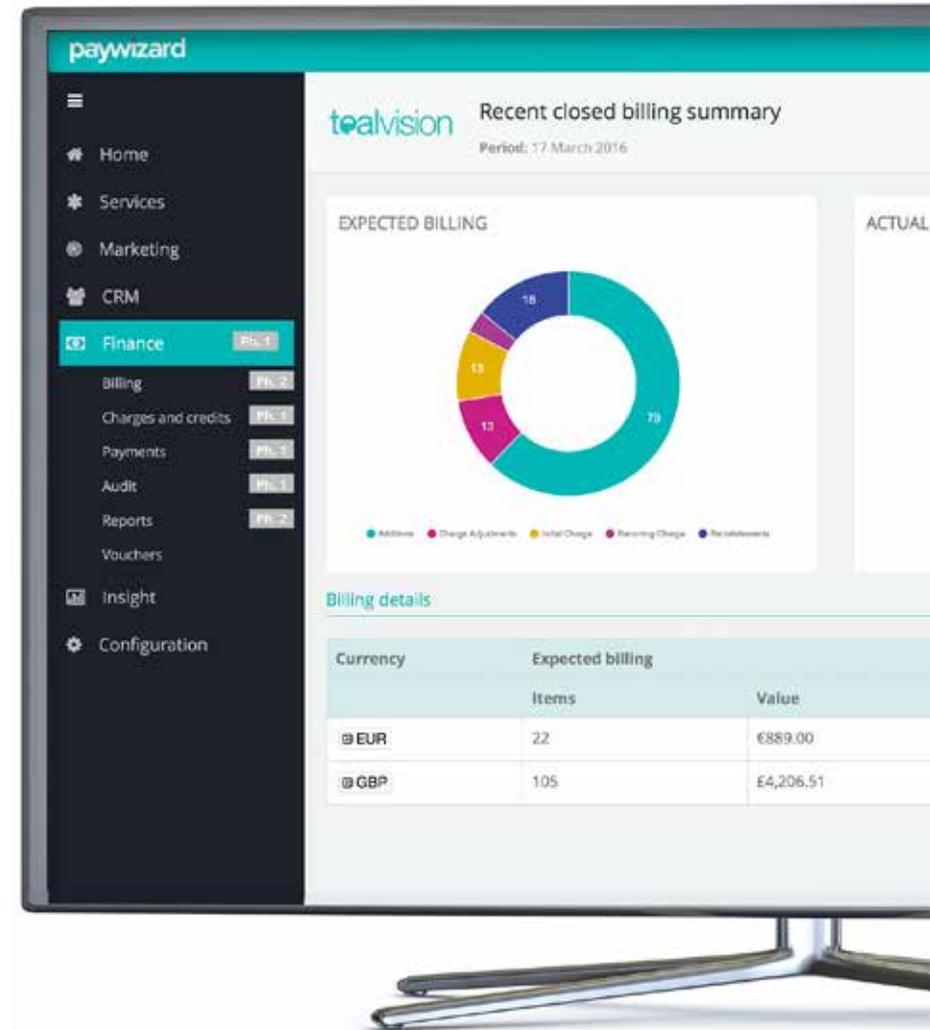
INSIGHT

MAKING SENSE OF BEHAVIOUR

Our Insights Team comprises highly skilled analysts and mathematicians who constantly mine the data for insights and anomalies. The Paywizard Agile Platform Insights Dashboard is your first point of enquiry to understand performance - New subscribers, churn and subscription type and offer performance etc.

Over and above the dashboard our team are able to support you with additional services:

- Export data based on behaviour criteria
- Bespoke propensity analysis
- Bespoke payment analysis
- Bespoke performance analysis



SIMON GREEN
CEO

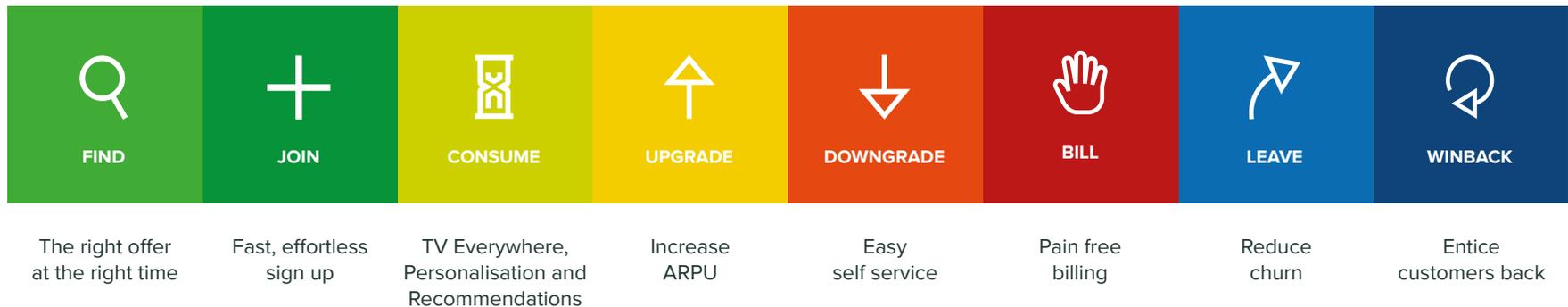


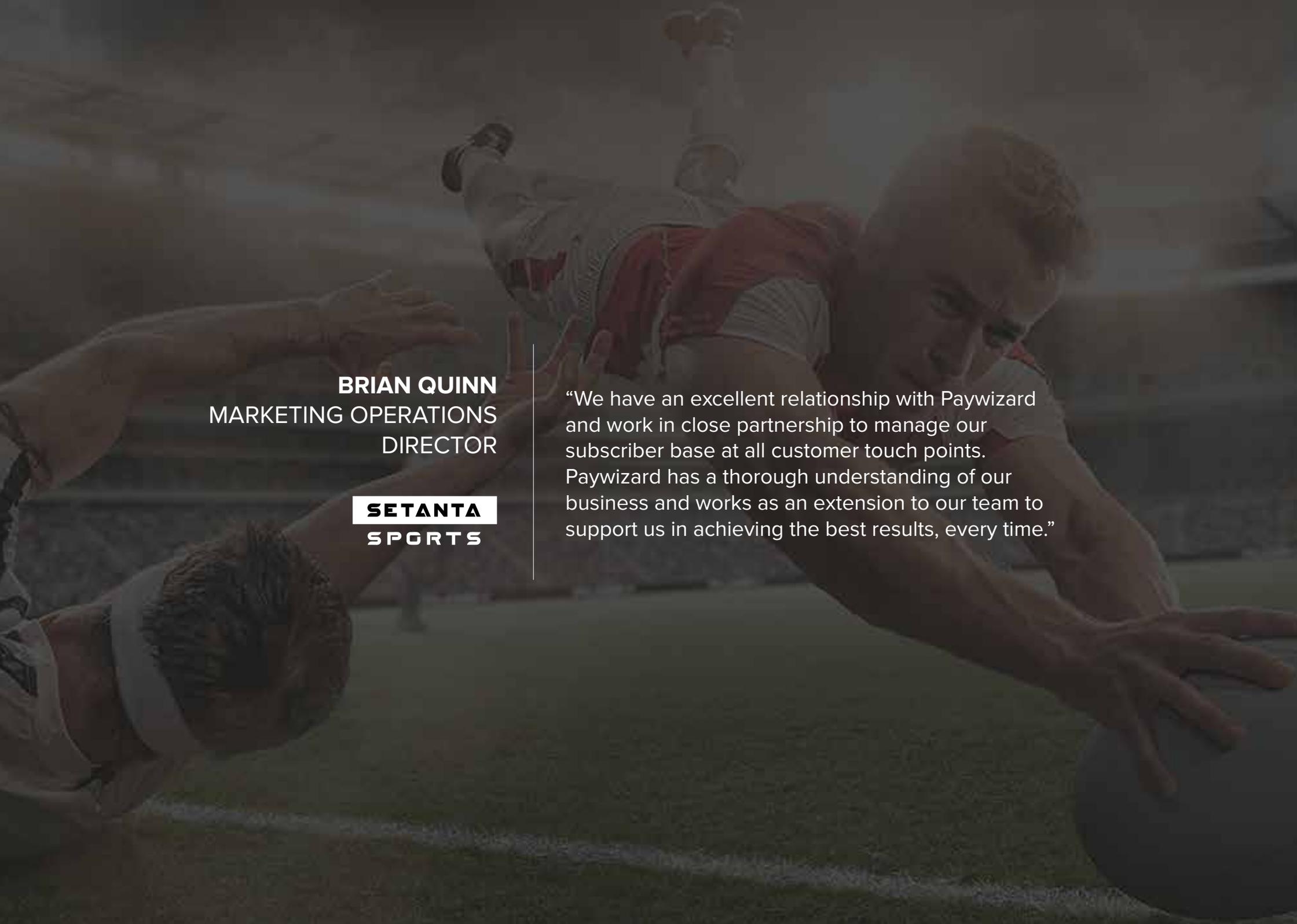
“As a premium service, BoxNation’s customer experience at the critical registration and subscription stage must be second to none.

We chose Paywizard as our payment partner because the Paywizard payment mechanism is smooth, fast and secure and because it gives us the flexibility and scalability that we need for the future.”

MAKE EVERY CUSTOMER MOMENT COUNT FOR YOU AND YOUR CUSTOMERS

We believe that each time a customer interacts with either the concept of what you are selling or with you directly, there is a point in which your timely engagement can have a massive impact on building the relationships. Through a combination of our expertise, insight and the power of our Subscription, Billing and CRM Platform, we can help you monetize your content and drive ARPU at each stage of these eight Decision Moments.





BRIAN QUINN
MARKETING OPERATIONS
DIRECTOR

SETANTA
SPORTS

“We have an excellent relationship with Paywizard and work in close partnership to manage our subscriber base at all customer touch points. Paywizard has a thorough understanding of our business and works as an extension to our team to support us in achieving the best results, every time.”

PAY-TV TOP TIPS:

TURNING VIEWERS INTO PAID SUBSCRIBERS



What do customers really think about signing up to your service?

Where does customer service fit in the minds of your customer?

Does the way you handle the cancellation process really impact long term customer loyalty?

We commissioned independent research firm, Decipher, to run a series of consumer focus groups to answer these very questions. Find out how customer service and experience – alongside content and value for money - is now seen as critical for turning viewers into paid subscribers

In this first of a series of eBooks, we explore what it takes to acquire customers, and combined with our experience of delivering over 100 pay-TV projects globally, suggest what tips and tactics can you employ to increase your paid subscribers.

Download your free copy now - paywizard.com/findandjoin

ABOUT PAYWIZARD

Paywizard has been supporting subscription-based businesses for over 17 years. Our experience is real. Helping over 100 Pay-TV operators including: ITV, Setanta Sports, BT Sport, BoxNation.

We know what it takes to acquire, grow and retain paying customers. This insight is deeply embedded in all that we do.

With over ten million customers acquired, our Paywizard Agile Platform delivers advanced subscription, billing and CRM with performance marketing modules.

When combined with our consulting services and expertise, we've helped our clients deliver inbound acquisition rates of up to 90%, outbound campaigns driving up to 25% conversions, and churn reduction programmes achieving turn-around figures of up to 60%.

Ultimately we deliver personalised experiences across each customer moment. The result: happy and engaged customers.



FIND



JOIN



CONSUME



UPGRADE



DOWNGRADE



BILL



LEAVE



WINBACK

 @paywizardplc

 [linkedin.com/company/paywizard-plc](https://www.linkedin.com/company/paywizard-plc)

 [facebook.com/paywizard](https://www.facebook.com/paywizard)

[paywizard.com](https://www.paywizard.com)

Head office
8 Golden Square
London
W1F 9HY

Scotland office
Cluny Court
John Smith Business Park
Kirkcaldy
KY2 6QJ

Manila office:
8/F Sunlife Center
5th Avenue Corner Rizal Drive
Bonifacio Global City
Taguig City, Philippines

Singapore office:
Centennial Tower, Level 21
3 Temasek Avenue
39190 Singapore