



Belly Gains 200x Improvement in Sales Turnaround Time with Zuora and Sertifi Integration



BELLY is a platform-first loyalty technology company enabling businesses of all sizes to create digital connections that strengthen customer loyalty. Founded in 2011, Belly's off-the-shelf solution for small businesses is used by 8,500+ businesses and 7M+ consumers in the United States and Canada.

In 2016, the company introduced its solution for enterprise retailers and brands, BLUE by Belly; a configurable omni-channel platform for the world's largest brands. Belly is headquartered in Chicago, Illinois and received funding from Andreessen Horowitz, Lightbank, NEA, DAG Ventures, Cisco, and 7-Ventures, LLC (a subsidiary of 7-Eleven, Inc.). For more information, visit www.bellycard.com.

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the CHALLENGE

In the past, collecting contracts wasn't exactly a piece of cake for Belly. For a company that connects more than 12,000 businesses with over 6 million customers, their sales process was manual, disruptive, and did not adhere to one of their core values –making things easy for the customer. Onboarding new merchants was no picnic either. Merchants would wait on the phone, ready to close the deal, while Inside Sales re-keyed data into the contract. Credit card information was also captured and entered manually with credit card authorization forms, often causing further delays or even lost sales.

the SOLUTION

While changing the face of customer loyalty, Belly decided to change the way it closes business: first by selecting Sertifi as their eSignature provider, then choosing Zuora as a best-in-class subscription management tool, and finally, by launching the seamless Zuora and Sertifi integration to automate their contract and payment process. Instead of a confusing, paper-based system, customers can sign electronically while on the phone, or on a tablet with an Outside Sales representative in the field. Customers receive a Belly-branded email with their fully executed sales contract, and a simple button cues them to submit their credit card information.

The Zuora and Sertifi integration creates a uniform experience for Belly's customers, one that matches their expectations for doing business with a forward-thinking technology company. *"You're investing in a tool that will consistently improve and adapt with you,"* said Belly CEO Dan Gloede, *"ensuring you always have a best-in-class experience for your customers."*

the RESULTS

Today, Belly sends all contracts and payments through Zuora and Sertifi, greatly strengthening document security and PCI compliance, as well as speeding the sales cycle. Since implementing the integration, they have seen the time it takes to collect signed contracts and verify customer payment information decrease from an average of 36 hours to just 10 minutes –a 200x improvement –and reduced post-sale issues such as invalid credit card data and merchant revisions by 50%. Further, the new process saves the Belly team more than 10 minutes per sales contract, an average of 33 hours per month.

The productivity gains realized by pairing Zuora and Sertifi has created additional opportunities for Belly employees. Now, the sales team can focus on creating and nurturing customer relationships, and the business operations team can zero in on fulfillment and customer support. As for Belly's customers, businesses large and small rave about the ease of signing contracts with Belly, and report that the merchant experience is better than ever.