Category

Commercial Excellence

End-to-End Revenue Lifecycle & Monetization Playbook

Managing revenue as one continuous lifecycle, not separate acquisition, billing, and renewal systems

- Executive
- Advanced
- Template Included

- Administrator
- 23 August 2019
- 3 minute(s)

Overview

A framework for end-to-end revenue lifecycle and monetization management — unifying acquisition, billing, and renewal processes and data around a single revenue lifecycle view, avoiding the common failure mode of these functions operating as disconnected systems that produce inconsistent customer experience and lost revenue visibility.

Why do acquisition, billing, and renewal processes commonly

operate as disconnected systems even within the same organization? These functions often evolve independently, built by different teams at different times with different systems, producing genuine organizational and technical fragmentation even when the underlying business relationship with the customer is continuous.

What's the most common business cost of a fragmented, rather than

end-to-end, revenue lifecycle? Inconsistent customer experience across lifecycle stages and lost visibility into where revenue is actually being gained or lost across the full customer relationship, since fragmented systems don't provide the unified view needed to identify and address these issues.

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