Avangate Client Success Story: 123ContactForm
SaaS Company Increases Retention by 15-20% and Streamlines Marketing and Support Activities

ABOUT 123CONTACTFORM
123ContactForm, a leading SaaS-based online form builder for web and mobile, has established itself as a major player in the industry through its signature “Easy as 1-2-3” concept in creating forms and surveys. More information on 123contactform.com

OBJECTIVES
- Optimize online sales and back-office operations, while focusing on the customer and improving customer experience
- Increase retention and global reach without investing in local payment processing

THE CONTEXT
High growth SaaS start-up looking to expand into new markets and industries had hit a wall selling online with a payment-centric solution.

CHALLENGES
- Working with a payments-only solution required 123ContactForm to be up-to-date with VAT and sales tax regulations on a global level, defocusing them from their main activity
- Dealing with invoicing put a strain on the company’s resources and increased administrative costs
- Lack of customization and off-the-shelf integration or capabilities for SaaS businesses prevented 123ContactForm from improving automation and speed of service, resulting in high drop-out rates on renewals and a high cost of acquisition
123ContactForm grew so fast that we soon needed more than to accept payments online. The complexity of the business increased and with 10,000+ clients we needed automation and SaaS specific tools to help us acquire customers faster and increase retention – so crucial for a SaaS business. We tried several providers – first payments only, then commerce platforms and eventually stayed with Avangate – they clearly are the best fit, SaaS-feature rich, and help us focus on our customers and grow the business further. We’ve been with Avangate for three years now and looking to explore more partnership areas together.

Florin Cornianu
CEO and Founder of 123ContactForm

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate’s solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

Contact us today.