Subscription Management Systems and Customer Support Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The digital economy is evolving rapidly, and businesses are increasingly adopting subscription-based models to maximize revenue and enhance customer loyalty. Effective subscription management systems (SMS) are essential to streamline billing, automate recurring payments, and ensure seamless customer lifecycle management. Coupled with advanced customer support strategies, these systems empower organizations to deliver superior customer experience (CX), reduce churn, and drive long-term engagement. Subscription Management Systems and Customer Support Training Course equips professionals with hands-on expertise in managing subscriptions, optimizing billing workflows, and leveraging technology to enhance customer satisfaction.

In this comprehensive course, participants will gain in-depth knowledge of SaaS subscription management, renewal strategies, payment automation, and customer support excellence. Through practical case studies, interactive exercises, and real-world scenarios, learners will develop the ability to implement proactive customer service, reduce operational inefficiencies, and enhance revenue retention. By integrating cutting-edge tools and industry best practices, this program prepares professionals to excel in dynamic business environments where subscription models are a critical growth driver.

Programme Curriculum

Subscription Management Systems and Customer Support Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master subscription billing automation and recurring revenue management
2. Understand customer lifecycle management (CLM) in subscription-based businesses
3. Implement effective churn reduction strategies
4. Enhance payment processing efficiency and financial reconciliation
5. Develop personalized customer support strategies
6. Utilize CRM tools for subscription tracking and support
7. Optimize self-service portals and digital support channels
8. Apply data analytics for subscription performance monitoring
9. Implement SaaS growth and retention strategies
10. Integrate multi-channel support systems for superior CX
11. Gain hands-on experience with subscription management platforms
12. Handle escalation and complaint resolution efficiently
13. Create actionable customer retention and loyalty programs

Target Audience

1. Customer support managers and executives
2. Billing and subscription specialists
3. SaaS product managers
4. Account managers handling recurring revenue
5. CRM and operations teams
6. Finance professionals managing subscription payments
7. Customer success managers
8. Business analysts focused on retention and engagement

Course Modules

Module 1: Introduction to Subscription Management Systems

- Overview of subscription business models and recurring revenue
- Key components of subscription management platforms
- Trends in SaaS and digital subscriptions

- Role of automation in billing and renewals
- Case Study: Netflix and Spotify subscription success

Module 2: Customer Lifecycle and Churn Management

- Understanding customer journey mapping
- Identifying churn indicators
- Retention strategies and proactive engagement
- Predictive analytics for churn prevention
- Case Study: Salesforce SaaS retention strategy

Module 3: Billing and Payment Automation

- Recurring billing setup and management
- Payment gateways and integration
- Handling failed payments and dunning processes
- Compliance with financial regulations
- Case Study: Adobe Creative Cloud subscription billing

Module 4: Customer Support Excellence

- Multi-channel support frameworks
- Best practices for ticket management
- Personalization in customer interactions
- Measuring customer satisfaction
- Case Study: Zappos customer support model

Module 5: CRM and Subscription Data Analytics

- Tracking subscription KPIs
- Using CRM dashboards for insights
- Predictive analytics for upselling and cross-selling
- Reporting and business intelligence tools
- Case Study: HubSpot CRM for subscription insights

Module 6: Self-Service and Digital Support Channels

- Designing effective self-service portals
- Chatbots and AI-powered support
- Knowledge base creation and management
- Reducing support costs through digital automation
- Case Study: Amazon self-service portal implementation

Module 7: SaaS Growth and Revenue Retention

- Strategies for upselling and cross-selling subscriptions
- Pricing models and tiered plans optimization
- Retention campaigns and loyalty programs
- Maximizing customer lifetime value (CLV)
- Case Study: Slack SaaS growth strategy

Module 8: Handling Escalations and Complaints

- Root cause analysis for recurring issues
- Escalation management frameworks
- Conflict resolution and empathetic communication
- Maintaining brand reputation through customer care
- Case Study: AppleCare escalation handling

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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