

Hey guys and girls!

I'm excited to announce a major new feature we have just rolled out into ThriveCart!

We're calling this functionality, the 'Customer Hub' area.

This area is designed to:

- REDUCE YOUR REFUNDS FROM CUSTOMER FRUSTRATION OR CONFUSION
- REDUCE YOUR SUPPORT/HELP DESK DEMAND BY HELPING CUSTOMERS EASILY HELP THEMSELVES
- REDUCE FAILED CHARGES OR ISSUES AND INCREASE PROFITS FROM YOUR SUBSCRIPTION OR SPLIT PAY PRODUCTS (BY LETTING CUSTOMERS EASILY UPDATE THEIR INFO)

It lets customers manage and update their personal and billing info and view invoices and purchases in one easy to use area.

This area is EASY for your customers to access via a link in every invoice and receipt that they are automatically sent via the ThriveCart system when they buy your products or sign up for your plans. (You can also send them the link)

It is secure but also does NOT require that your customers remember yet another username and password, which again avoids needless support queries from customers to you and means they will never have a problem updating info!

So...

Whats included in this area?

This area gives your customers the ability to easily...

- 1) View/print/download invoices for all of their past purchases in one place
- 2) Update their personal info (Address/email etc)
- 3) Update their billing info! Either overall, or for specific active subscriptions, trials or split pay plans.
- 4) Allows them to see easily, what subscriptions, one time products, trials, split pays etc that they have purchased from you (the vendor) and which ones are active, canceled, completed etc.
- 5) Gives them quick access to your support details to reduce issues for your company with customers who need help. (You configure)
- 6) Lets them cancel trials or subscriptions directly from within this area. (IF you grant the ability for your customers to do that, otherwise it directs them to your support details automatically so you can try and retain them as a customer - This is what we recommend doing in most cases)
- 7) Lets to add your own company logo to this area and a custom message for your customers, from you.
- 8) Is easily accessible via a link which then asks them to enter the email they used to purchase, and then shoots them a URL via email they can use to access their area. (Deliberately designed this way to avoid forgotten username/password issues that you would have had to deal with)
- 9) The area can also be accessed from a link in all of the receipts/invoices that are automatically sent out via ThriveCart to your customers, so they always know, with one click, how to access all of the above.

And much more!

As you can see, this new functionality will help increase your profits and retention rate on ongoing payment plans and reduce customer issues, questions, and support for your business!

We worked hard designing and creating this functionality to make it powerful and simple to use for all of your customers, and automatic for you, so you don't need to do anything.

You can access settings for this area in the SETTINGS - ACCOUNT WIDE SETTINGS - CUSTOMER HUB area inside of your ThriveCart account.

We will be breaking down specific features and answering questions about all this new functionality over the coming days! 😊

This update also goes hand in hand with (and lays the foundation for the first part of) the powerful future Dunning functionality we are developing for the platform, which will provide you with 99% of the features paid dunning services that cost \$600+ per year provide, right inside of your ThriveCart account for free! Yet ANOTHER reason why ThriveCart is the best cart platform out there by a mile 😊

That's all coming soon, and this is the first part of helping increase customer retention and reduce cancellations and failed charges in your business!

It's live right now!

This powerful area is a HUGE update that I am sure you will all love!

We have some videos planned to show you more, but for now...

You can also see a preview of the area, how it works and what it will look like for your customers in the customer hub settings area mentioned above in your account!

We worked very hard on this latest update, so we hope you like it!

Enjoy 😊

