



How Couranto Helps Manage Renewals

Managing renewals can be a complex and time-consuming task. Fortunately, there are tools available to streamline the process. This article explores how Couranto's Subscription Management platforms help by surveying customers, avoiding disruptions, exploring alternative sources, reassigning entitlements and more.

Surveying Customers

Feedback is essential to understand users' experience, gauge satisfaction with the product(s) and identify areas for improvement. Couranto's subscription management platform offers businesses the ability to survey users and administrators about their satisfaction with the service or product, via easily customizable survey templates that can be sent to users by email or integrated into the user portal. Feedback collected enables you to make confident renewal decisions, plan budgets, identify trends and areas for improvement.

Timing

Couranto's platform allows you to schedule automated renewal reminders, to give users and admins sufficient time to consider renewing before their subscription or license expires. Renewals can be tailored to the business's branding and messaging.

Alternative Products

Couranto's provides a ready view of alternative products, including vendors, product descriptions and pricing. Administrators, budget managers and end-users can easily compare alternative information sources to make the best selections, providing the most useful information at the lowest cost.

Assigning Entitlements and Cost Allocations

With Couranto, administrators can easily revoke and reassign seats, reflecting user decisions to participate in the renewal. If some of users renew and others decide against, seats can be adjusted with just a few clicks and publishers are notified accordingly. For those who allocate license costs across users, workgroups, regions or subsidiaries, the Couranto platform enables you to easily allocate the costs of your licenses – even different currencies.

Renewing the License

Couranto manages the renewal process representing legal, procurement, budget managers and key users in discussions with publishers. All documents are stored in a single useful accessible repository. Customers are provided with clear and concise renewal terms and conditions, and user lists and allocations are readily carried forward. Access is maintained during renewal discussions, and publishers are paid in a timely and efficient manner.

Conclusion

Managing subscription and membership renewals is an essential aspect of any business. It is a critical function that requires effective planning, execution, and analysis to ensure customer satisfaction, access and budget management. Couranto's management platform offers businesses the tools and insights they need to manage renewals effectively.

Who is Couranto?

Headquartered in Fort Lauderdale, Florida with 35 team members in New York, New Jersey, Florida, Texas, London, Tokyo and the Philippines, and global alliance partners internationally, Couranto has been providing subscription, e-content, book, license, and data management services for clients throughout North America, EMEA and APAC since 1989.

Couranto specializes in the corporate and professional services markets. We are uniquely experienced at serving the needs of this complex, multi-divisional marketplace.

Couranto is a Woman-Owned Business certified by the Women's Business Enterprise National Council and Disability:IN and Couranto has been named one of the INC 5000 Fastest Growing Companies for five years running.

Nick Collison has decades of experience in managing information access, budgeting, strategic planning, and knowledge services. Collison is a Fellow of SLA, the Special Libraries Association.