

# 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](http://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



## SOLUTION

“  
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

**Improved client retention: renewal rates increased by 15-20%** for the first renewal cycle. Avangate's intelligent payment routing and account updater services majorly contributed to this increase

**Increased customer satisfaction and speed of support service** through seamless integration with provisioning, self-service and multi-user account management

**Achieved 50% time savings in go-to-market activities for faster client acquisition:** Avangate provides a user-friendly admin interface, easy and quick generating of coupons and marketing tools specific for subscription management

**Doubled the number of countries served:** from 50+ to 100+, without additional investments in the ordering and payment process

**Decreased operational costs:** invoicing for 10,000+ clients would require at least one full time person in accounting, cost absorbed by Avangate

### North American Headquarters:

Avangate Inc.  
555 Twin Dolphin Drive, Suite 155  
Redwood Shores, CA 94065  
USA

Email: [info@avangate.com](mailto:info@avangate.com)  
Call us: +1 650 249 5280

### European Headquarters:

Avangate B.V.  
Prins Hendriklaan 26 II  
Amsterdam, 1075 BD  
The Netherlands

Email: [info@avangate.com](mailto:info@avangate.com)  
Call us: +31 20 890 808

### How Avangate Can Help You

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.