# Subscriptions CACophony

Are your CACs ringing alarm bells?

It's no secret that reducing the cost of customer acquisitions is a top priority for subscription businesses of all sizes. After all, the less money you spend acquiring new customers, the more profit you can generate in the long run which in turn leads to greater Customer Lifetime Value.

In today's competitive subscriptions business landscape, it's more important than ever to find ways to reduce the cost of customer acquisitions. Fortunately, there are a number of steps businesses can take to achieve this goal.
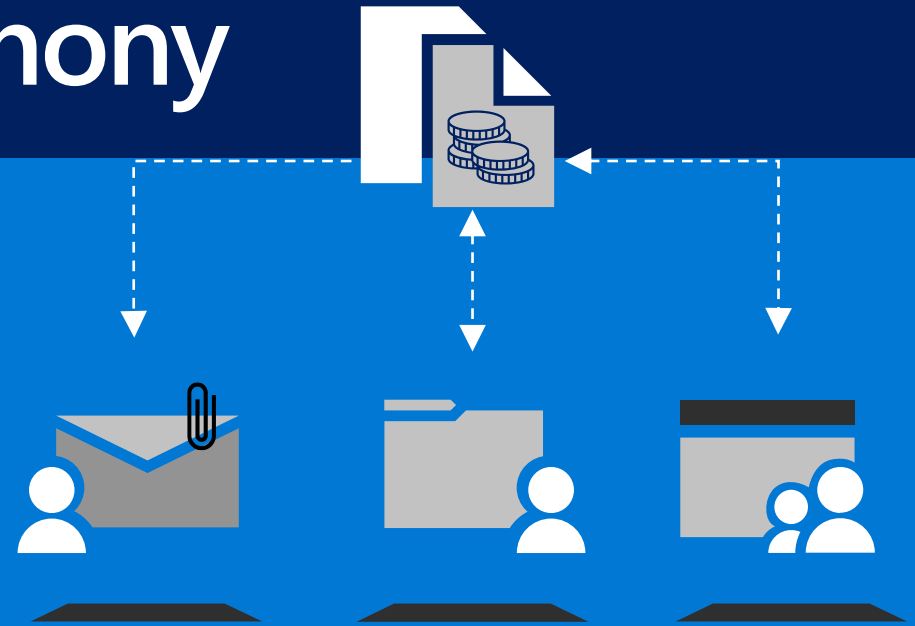
Importance of CAC

It's paramount for subscription businesses to understand these costs and keep them in check, so they can continue growing their business while maintaining profitability.

"If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own"
- Henry Ford

Microsoft Dynamics 365
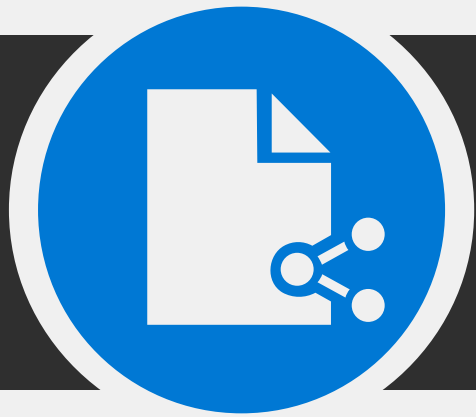
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Tips for Reducing CAC
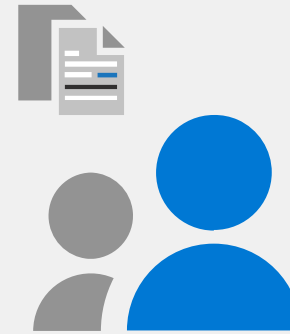
Bluefort's Subscription solutions (LISA) for Microsoft Dynamics 365 cover the whole lead to cash process cycle

Incorporate subscription management early in your sales process so that you can track the time and resources needed to convert leads into paying customers.

Streamline your order processing and fulfillment procedures to speed up the time it takes to get products or services into the hands of new customers. Automating customer onboarding and billing can save a lot of effort and offload the burden on your staff.

Use flexible pricing strategies to meet the needs of both buyers and resellers alike. Consider offering discounts or special deals to close more opportunities faster.

New customers drive growth, but happy customers are your best marketers. By building a better customer journey you improve the customer experience, and happy customers doesn't just mean repeat purchases. They can also lead to referrals and recommendations.

Ultimately, reducing customer acquisition costs boils down to two things: improving efficiency throughout the sales process and attracting more customers through better pricing and deal management. By tracking these metrics closely and making small tweaks where necessary, subscription businesses can keep their CAC under control while continuing to grow their business.

Microsoft Dynamics 365

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Leveraging LISA to lower Customer Acquisition Costs

Incorporating subscription management capabilities from lead to order for Sales and Customer Service teams is crucial to gauging the cost of customer acquisitions. LISA Reach is designed to cover the full subscription lifecycle from lead through landing, adopting, expanding, and eventually to renewal.

LISA Reach is for any companies that seek to enable a superior customer engagement experience with multi-channel touchpoints that drive low friction sales and higher customer service performance leading to higher Customer Satisfaction (CSAT) scores and driving solid business growth.

LISA Reach extends the Microsoft Dynamics 365 Customer Engagement family of applications, such as:

- Microsoft Dynamics 365 Marketing
- Microsoft Dynamics 365 Sales
- Microsoft Dynamics 365 Customer Service
- Microsoft Dynamics 365 Field Service
- Microsoft Dynamics 365 Field Service

With LISA Reach you use the power of intelligent digital selling tailored to the subscription space.

LISA is the only Microsoft Dynamics 365 ISV Subscription Management solution that is natively embedded in D365 Finance & Operations, Commerce (HQ), Sales, Project Operations, Customer Service, and Business Central.

For more information, visit www.bluefort.eu