

TeamSnap achieves % revenue growth in payments year ; B1 > E1 - > with WePay

Case Study





Executive Summary

THE CUSTOMER

TeamSnap takes the hassle out of organizing sports with nearly 20 million administrators, coaches, players, and parents relying on their top-rated apps to manage everything for the season.

THE CHALLENGE

TeamSnap customers were finding payments too difficult or were concerned about the need to set up new external accounts to make a payment and continued to simply use offline payments.

THE SOLUTION AND RESULTS

TeamSnap switched to a fully integrated payments solution with WePay. By March of 2018, 81% of customers were putting payments through WePay and only 8.5% were still transacting offline. Customers enthusiastically adopted the integrated payments solution, helping TeamSnap achieve 100% revenue growth in payments in one year.



We believe that payments has the greatest growth potential and will become our primary revenue channel over subscriptions.

Greg Ludke
General Manager, TeamSnap

TeamSnap achieves 100% revenue growth in payments E1- >; B1 >year with WePay

About TeamSnap

TeamSnap was formed in 2009 to take the hassle out of managing teams and sports organizations. The company has grown steadily and added new features based on feedback from loyal customers. Nearly 20 million coaches, administrators, players, and parents use TeamSnap for registration, scheduling, communication, payments, and other time-consuming tasks. The company says that its main goal is to make sure that its customers spend less time organizing and more time playing and having fun. TeamSnap creates mobile and web-based software for sports organizations and teams that is used in 196 countries.

The Challenge: The Pain of Payments

One of the areas that TeamSnap was looking into adding for its customers was payments and transactions. Most sports organizations collect membership or participation fees from players, as well as fees for uniforms, equipment, facility time and so on.

Tons of money movement happens in these organizations. The organizers, the parents, the players, and the coaches are all trying to manage financial transactions in both directions. TeamSnap started out using a variety of payment vendors to help facilitate a handful of financial transactions.

While this solved the issue of allowing teams to transact money, many of them were finding this too difficult or were concerned about the need to set up new external accounts to make a payment and continued to use offline payments. In addition, TeamSnap realized it was missing out on an opportunity to add additional value for its customers and a new revenue stream.



The Solution: TeamSnap and WePay

When TeamSnap started out with payments it was using a variety of online payment vendors and seeing issues with customers having to go to a third-party engine for payments. The company also didn't like seeing its customers leave the platform to transact payments. As a result, TeamSnap began exploring integrated payments to make the experience better for its users and for TeamSnap itself.

Another reason TeamSnap wanted to find a partner like WePay was for security and fraud prevention, building confidence with customers that their money was safe. WePay's compliance help and fraud guarantees establishes trust. Now, with the addition of the backing of the JP Morgan Chase brand, TeamSnap feels confident and has no concerns about safety. TeamSnap had been looking for a way to do a better job solving payment issues for its customers and at the same time create a new revenue stream. Customers began seeing more of their members move transactions online and away from cumbersome cash and check payments. Customers also appreciated seeing a payment solution that stayed in one place and integrated with their TeamSnap account and brand they were used to and liked using.

The Results

TeamSnap rolled out a test of its integrated payments solution in Spring 2016. In June 2016, when it began to switch over completely it still had 71% of its customers using other payment methods with 16% on the integrated payment solution from WePay. By March of 2018, 81% of customers were putting payments through WePay and only 8.5% were still transacting offline. Customers enthusiastically adopted the integrated payments solution.

TeamSnap grew revenue from its payments offering by 444% in 2017 and in 2018 it is forecasting to grow the payments business by 300%.



Not only are we fulfilling a need of our customers, we also are sitting on a business opportunity, and there's nothing better than being able to grow the business while meeting customer need. We made a fundamental shift two years ago to pull these payment capabilities out of our subscription product and start monetizing it differently.

Greg Ludke
General Manager, TeamSnap