



BreathingRoom achieves shorter sales cycle and faster revenue realisation with Razorpay



BreathingRoom
Co-working Spaces

Popular in the startup ecosystem, BreathingRoom.co offers short-term workspaces conference rooms, training rooms, cabins & hotdesks to individuals and enterprises on an hourly & monthly basis. BreathingRoom is perfect for a wide range of professional needs like training sessions, recruitment drives, team offsites, and client meetings in addition to cost effective office space rentals; great for setting up remote offices. With a network of over 450 office spaces spread across Mumbai, Delhi, Bangalore, Pune, Hyderabad and Chennai, BreathingRoom offers convenient, flexible rental options that can be easily booked through the website or mobile app.

Complicated payment experience extends sales cycle

BreathingRoom had tied up with a popular international payment solution provider from the US for collecting payments in India. Making payments through this solution required customers to have debit, credit cards that had international payments activated, which a majority of customers did not readily have. In addition, sufficient information about this requirement was not communicated by the interface leading to customers making several failed payment attempts. Both these factors proved to be a huge roadblock for providing a smooth customer experience.

With the payment experience getting compromised, BreathingRoom started witnessing payment failures rates as high as 15%. Customers who experienced transaction failures had to go back to their respective banks and activate international payments on their cards, leading to an increase in the sales cycle and delays in revenue realisation, negatively impacting the overall business.

As an immediate fix, BreathingRoom tried using another solution that provided link-based payments. While this helped in collecting payments, it proved to be a huge drain on the support staff, as all activities from invoice creation to link generation to payment reconciliation was completely manual in nature.

BreathingRoom needed a solution that enabled payment acceptance from Indian customers seamlessly via multiple payment modes, with automated processing and reconciliation procedures.

Slick interface, multiple payment options turns around customer experience

Onboarding and integrating with Razorpay was extremely easy for BreathingRoom. Account activation took under a day given Razorpay's detailed documentation and developer friendly APIs.

With the new interface, customers now could not only enjoy an easy, hassle free payment experience, but pay via practically any online payment mode - debit/credit card, netbanking, wallets, UPI as well as international credit cards (for international clients). This completely transformed the customer experience while drastically reducing customer complaints.

Reduced overheads, Improved sales cycle

Razorpay's easy interface and dashboard came as an instant relief to all the manual effort extended towards payment handling. Overheads like customer support and handling complaints drastically dropped, reducing the sales cycle almost immediately.

Not only did the customer experience improve, the overall payment success rates also improved to a never before seen benchmark of 96%!

***"We can't recommend Razorpay highly enough for all hyper growth startups!
The product & documentation is excellent, easy to integrate with & the engineering folks have been really responsive as we went through the integration, including talking through how we should do it phase-wise for our mobile apps, web & POS at our BreathingRoom. The BreathingRoom experience is so much smoother with Razorpay."***

*Kaushal Sanghavi
Co-founder, BreathingRoom*

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Payment Gateway →

