

# Subscription Management Checklist for AI Tools

## Phase 1: Strategy and Metric Definition

- ☐ **Identify Core Value Metric:** Pinpoint the exact unit of success (e.g., successful outcomes, optimized documents) that delivers business value to the customer.
- ☐ **Avoid Technical Units:** Ensure your chosen metric moves beyond internal cost drivers (like GPU hours or raw tokens) to focus on user-centric benefits.
- ☐ **Select a Hybrid Pricing Model:** Commit to combining a stable fixed fee (for access/support) with a flexible usage-based component for scalability.
- ☐ **Define Tiered Pricing Thresholds:** Clearly set the usage limits for each subscription tier (e.g., Basic, Pro) to manage predictable revenue and prevent over-usage.
- ☐ **Calculate Unit Economics:** Determine your actual marginal cost per unit (token, query, outcome) to establish a floor price that ensures profit protection.

## Phase 2: Technical Implementation (Metering and Billing)

- ☐ **Implement Real-Time Metering:** Integrate a robust infrastructure that logs every unit of usage instantly and accurately across your entire application stack.
- ☐ **Set Up Consumption Rules:** Program the billing system to apply volume discounts, tiered rates, or overage charges based on the usage data logged in real time.
- ☐ **Integrate a Subscription Management Platform:** Connect your metering system to a specialized billing solution for automated recurring payments and complex hybrid logic.

- ☐ **Automate Global Tax Compliance:** Configure your payment provider (e.g., PayPro Global) to automatically calculate and remit VAT/Sales Tax in every country you sell to.
- ☐ **Enable Automated Dunning:** Activate revenue recovery tools (like smart retries and renewal notifications) to reduce involuntary churn from failed payments.

### Phase 3: Customer Experience and Safeguards

- ☐ **Launch a Real-Time Usage Dashboard:** Provide customers with immediate, transparent visibility into their consumption relative to their subscription limits.
- ☐ **Implement Spending Caps and Alerts:** Allow customers to set maximum spending limits and receive notifications when they approach 80% and 100% of their budgeted usage.
- ☐ **Provide Forecasting Tools:** Integrate a public calculator or dashboard projection to help large customers accurately estimate their next bill.
- ☐ **Activate AI Fraud Prevention:** Deploy a robust, machine-learning-based fraud defense system to monitor for and block free trial abuse and chargeback risks.
- ☐ **Review and Iterate:** Schedule a pricing review session every 6-12 months to adjust tiers and unit costs based on new usage data and evolving customer value perception.