



# Paymentus

Payments and Billing  
Anytime, Anywhere and  
Anyway

Making It Easier for  
Customers Shouldn't Make  
it Harder for your Staff

SCGFOA, 2017

# A Single, *Unified* Electronic Billing, Payment and Communication Platform



**Customer  
Engagement**



**Business  
Productivity**



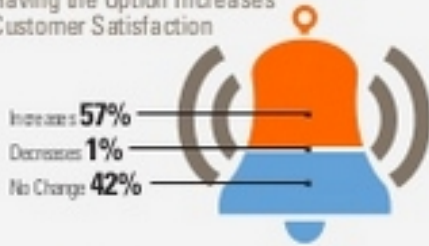
**Secure  
Hosted  
Deployment**

Benefits for your **customers, staff, and business.**

# What do the customers want?

## 74% of Consumers Expect an Emergency Payment Option

Having the Option Increases Customer Satisfaction

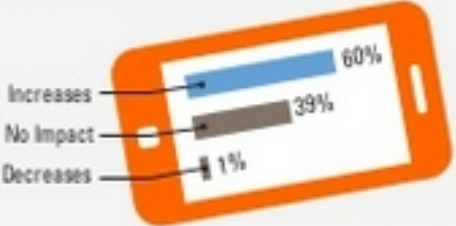


## Billing and Payment Options Positively Impact Customer Satisfaction and Loyalty



Offering multiple billing and payment options

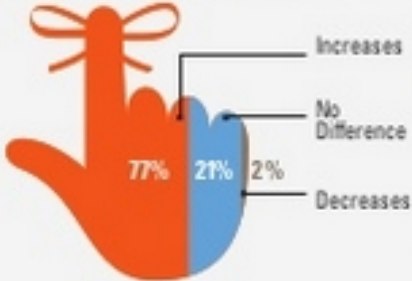
## Paying Bills via Mobile Device Increases Customer Satisfaction with Billers



## Expedited Payments Through Online Banking Enhance Customer Satisfaction With That Biller



## Bill Pay Reminders Overwhelmingly Increase Customer Satisfaction



## E-Bill Adoption at Bank and Biller Sites Increases Customer Satisfaction



56% say it takes Medium-High to High effort to receive, track and pay bills

Source: Seventh Annual Billing Household Survey, Fiserv Inc., 2014

Consumers have the entire world at their fingertips. Options abound to connect, communicate, shop and pay—all it takes is a few taps on a mobile device. Such real-time experiences have not only become commonplace, but they've become essential to everyday life. And when it comes to paying bills, consumers expect the same—the ability to make payments wherever, whenever, however.

This survey finds consumers' billing and payment behavior is linked to three factors: speed, security and satisfaction. Speed and security are the drivers of decision-making, while satisfaction appears to be the key outcome.

### Speed

Payment options need to synch with consumers' busy lives. Real-time options, including emergency payment options, are a must.

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### Security

It's all about trust. Consumers need to know they can trust their payments are secure, regardless of how they make them.

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### Satisfaction

Consumers want things on their terms. Affording a variety of ways to receive and pay bills leads to greater satisfaction.

# Bill Pay Omnivores Expect More Options Than Ever

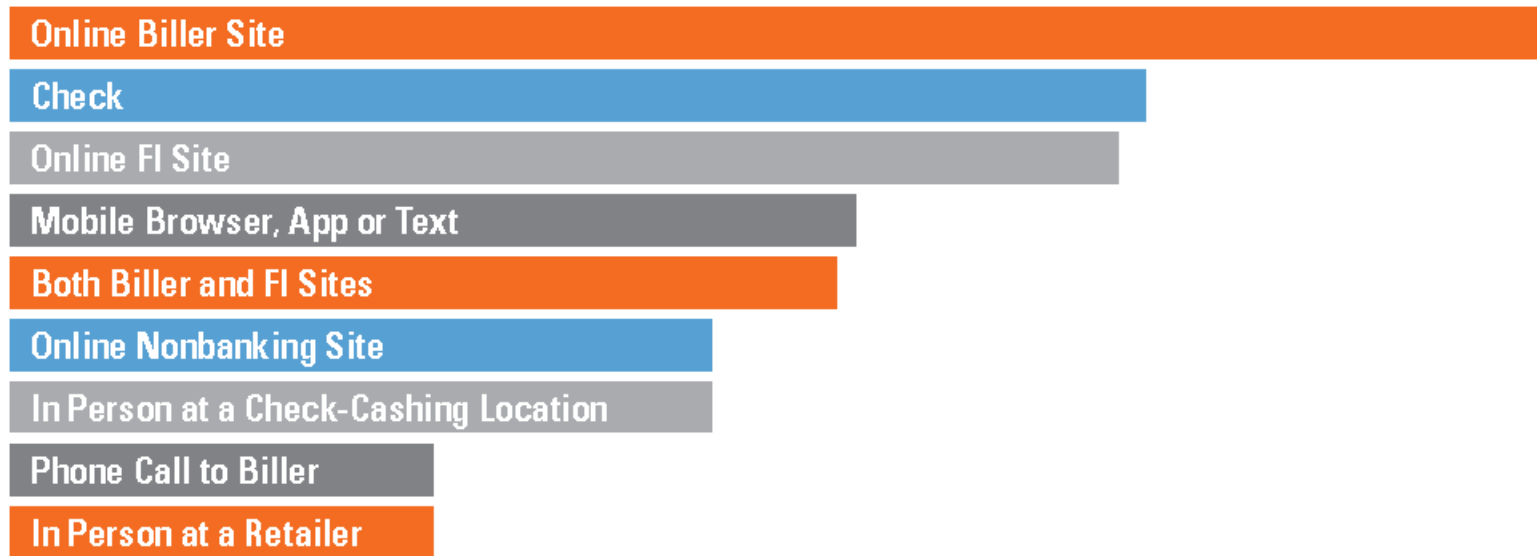


Channel switching has become the norm, and the vast majority of households use multiple bill payment methods. On average, consumers use 3.6 different payment methods each month—up from 2.9 one year ago.

Respondents opted for many different channels, with online and mobile options showing the most growth over the previous year. The findings underscore the uniqueness of consumers who use and value different channels to fulfill their needs. For example, 24 million households pay bills at check-cashing or grocery stores because they say they want a receipt for fast payment, feel it's more secure and value person-to-person interaction.

While there are many different payment options, online and mobile are the channels that continue to make significant gains. Between the Seventh and Eighth Annual Billing Household Surveys, there was a 72 percent increase in consumers making payments at both biller and financial institution websites. Paying bills at a financial institution's site also grew significantly by 55 percent.

## Percent of Online Households Using Payment Method or Funding Type Last Month

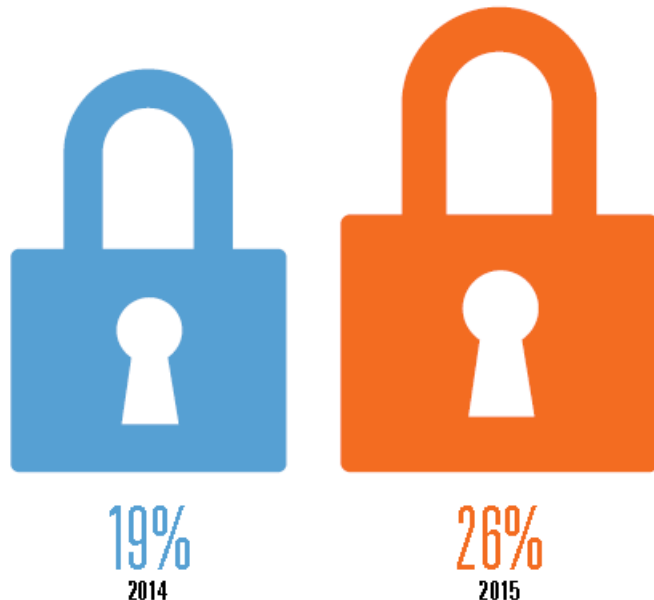


### What Billers Need to Know

As the number of bill pay channels increases, more traditional payment methods, such as checks, still remain. This makes it even more complicated to support and manage the growing bill pay ecosystem. The challenge for billers is to create the intuitive, seamless options consumers have come to expect.



## On the List of Bill Pay Concerns, Security Jumped From Sixth to Second Place



Top Concerns Related to Receiving  
and Paying Household Bills

In terms of consumers' perceptions of the most secure ways to receive and pay bills, bank bill pay and biller direct options are virtually tied (32 percent and 33 percent respectively). These are followed by mail (25 percent), email (8 percent) and nonbanking sites (2 percent). In addition, plastic is seen as more secure than ACH, with 57 percent of people saying they view credit, debit or prepaid cards as the most secure options compared to ACH.

**65%** of consumers say  
biller direct and  
bank bill pay  
are the most secure ways  
to receive and pay bills

### What Billers Need to Know

All billers know security is non-negotiable and it must be bank-grade with respect to internal and vendor protocols. Consumers, on the other hand, don't always understand this. There is an opportunity for billers to focus attention on educating consumers. For example, receiving electronic bills at the biller site or bank site is more secure than receiving paper bills which can be easily stolen through unsecured residential mailboxes and recycling and garbage bins.



## **Mobile Versatility**

1/3 of Customers are now “mobile only”.  
They’re on the go. Are you?

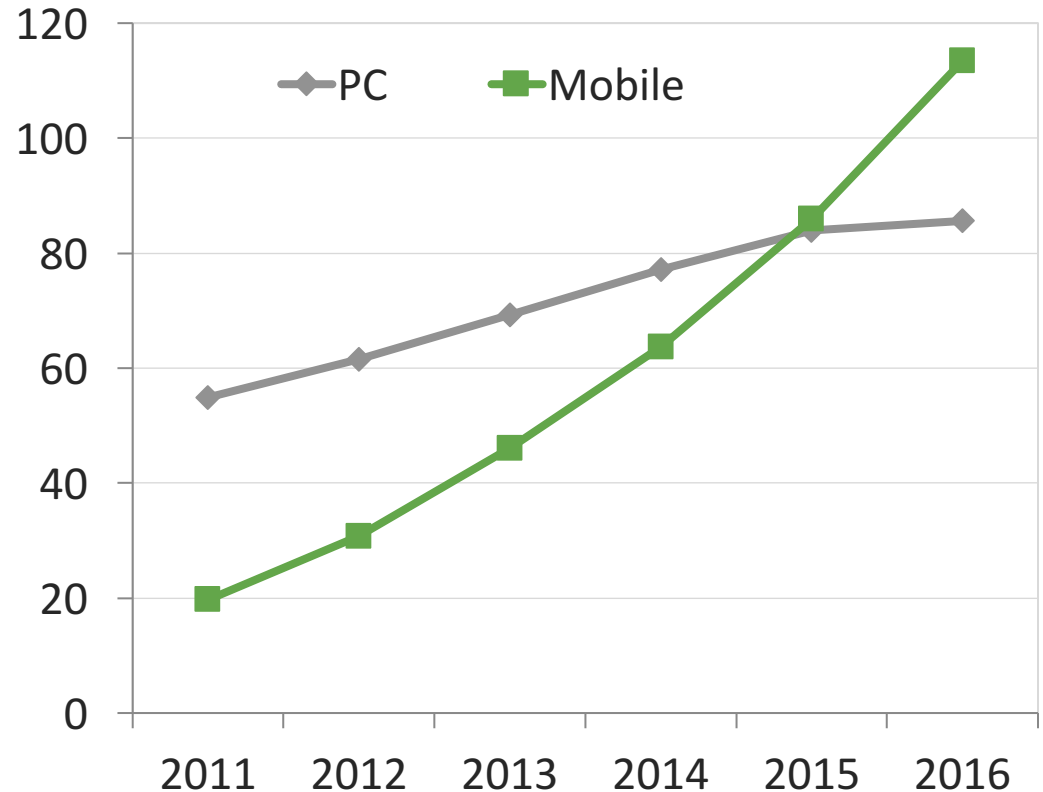
With Paymentus, your customers will have an identical payment experience on whatever device they prefer.



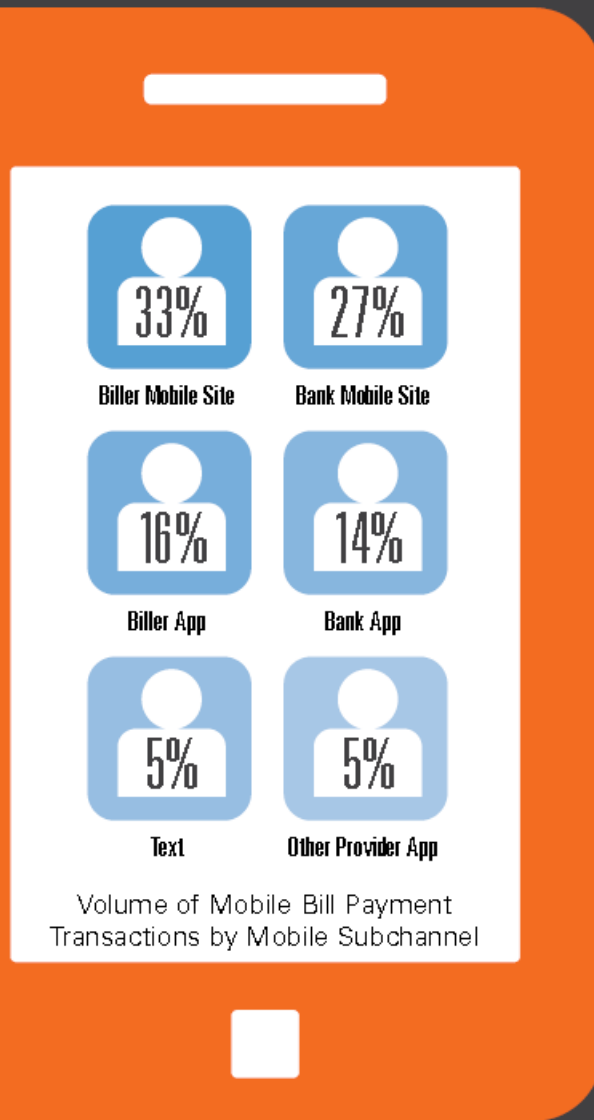
# Mobile Tipping Point

In May, Google announced that U.S. search volumes for mobile surpassed PC search volumes for the first time.

Internet Search Volumes (in billions)



## Bill Pay Omnivores Go Mobile: Consumers Use Multiple Subchannels

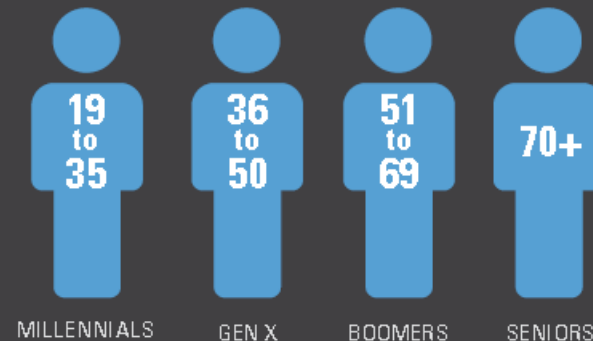


Just as with other channels, mobile users want and use multiple payment options. Among the many subchannels, only use of text-to-pay lost ground (from 11 percent in 2014 to 5 percent of volume in 2015), largely due to security issues and desire to go to bank and biller sites—reasons cited by 68 percent and 54 percent of nonusers respectively.

## Who Are the Mobile Payers?

Interestingly, iPhone users were significantly more likely to use mobile bill pay than Android users (49 percent to 38 percent respectively). In terms of demographics, millennial respondents and those with annual household incomes between \$50,000 and \$99,000 are most likely to use the service. However, every income and age group increased mobile bill pay usage between 2014 and 2015, with those making less than \$50,000 per year nearly doubling and the number of baby boomers paying through mobile increasing by 125 percent.

## Generations Defined by Age



## What Billers Need to Know

In 2015, 79 percent of online households reported having a smartphone—a 20 percent increase from 2014. The market for mobile bill pay is growing, but it is not near saturation. For billers, opportunities abound to convert customers to mobile payment options which can result in higher customer satisfaction, mobile self-service engagement and e-bill activation.

# The Need for Speed

Consumers expect most aspects of their daily lives to move forward at the push of a button or the swipe of a finger. They view receiving and paying bills as analogous to any other transaction they make and they are well aware that the technology exists to provide the speed they expect. This explains why 70 percent of consumers expect same-day credit for bill payments. That figure rises to 90 percent when considering those who expect credit no later than the following day.



# Mobile Versatility

from Paymentus



**Pay-by-Text**



**Pay-by-Email**



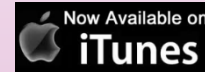
**mobileWEB**



**mobileAPP**

✓ **Convenient downloadable bill-pay app**

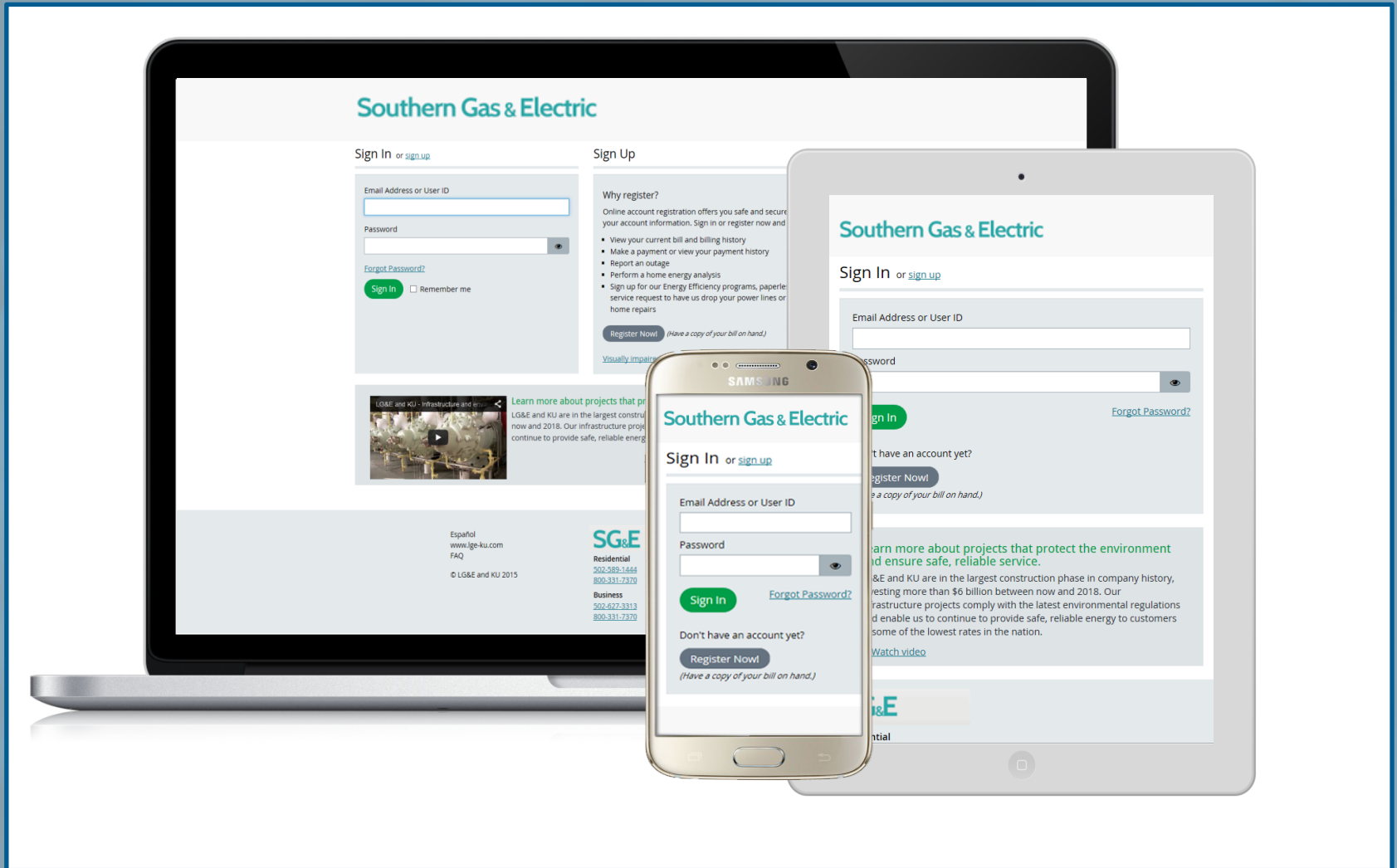
✓ **Available on iOS and Android platforms**



✓ **Level 1 PCI Certified**

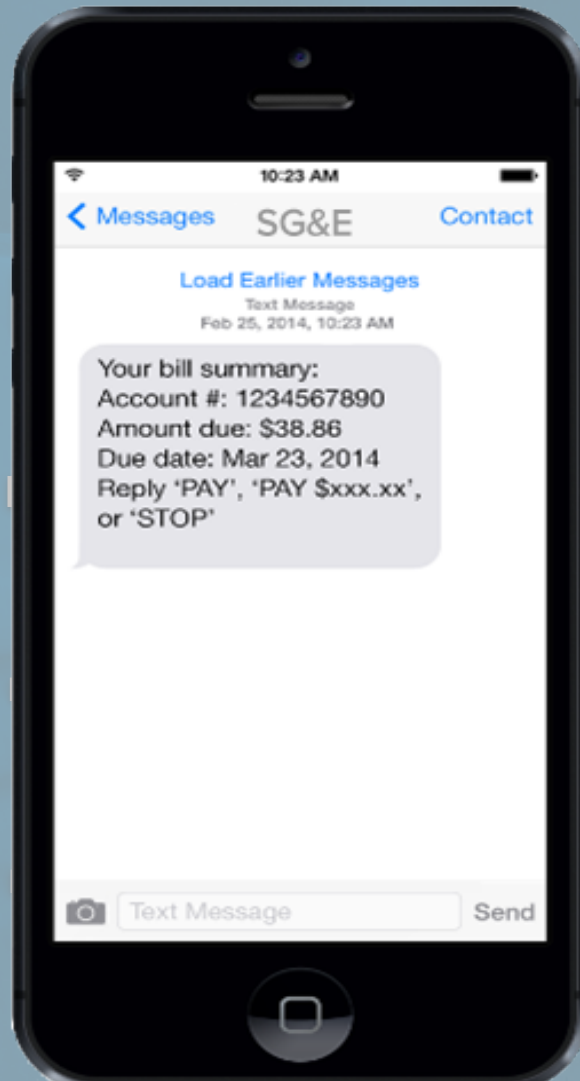
**Paymentus**

# Mobile Versatility



# Mobile Versatility

from Paymentus



- ✓ Our fastest way to go paperless
- ✓ Review balances and pay w/o ever opening an envelope or going online
- ✓ Level 1 PCI Certified

4 out of 5 adults use text messaging!



Paymentus

# Mobile Versatility

from Paymentus

**ABC UTILITY**

**SECURE E-BILL PAYMENT**

 My Account  Help


## Your Bill Summary

Account Number	Service Address	Prev. Balance	Amount Due	Due Date	Payment Amount
6759370	123 Bach Mozart Symphony Rd	\$ 9,685.65	\$ 9,685.65	12/16/2013	\$ 9,685.65

## Your Payment Details

This bill will be paid with the below information:

Johann Bach

 \*\*\*\*\*4448

Expiry 06/15

Please [click here](#) if you wish to use a different payment method.

## Complete My Payment

**Total Amount Charged:** \$ 108.65

**Payment Date:**

Pay Now  Pay Later

MM DD YYYY  
Mar 04 2013

By clicking the Pay Now button, you agree to our [Terms & Conditions](#).

**Pay Now**

The expectation of multiple payment options does not vary depending on the type of biller. In fact, consumers expect a local utility to provide the same options as a national wireless carrier or cable provider.

**71%** of consumers say multiple billing and payment options increase their satisfaction

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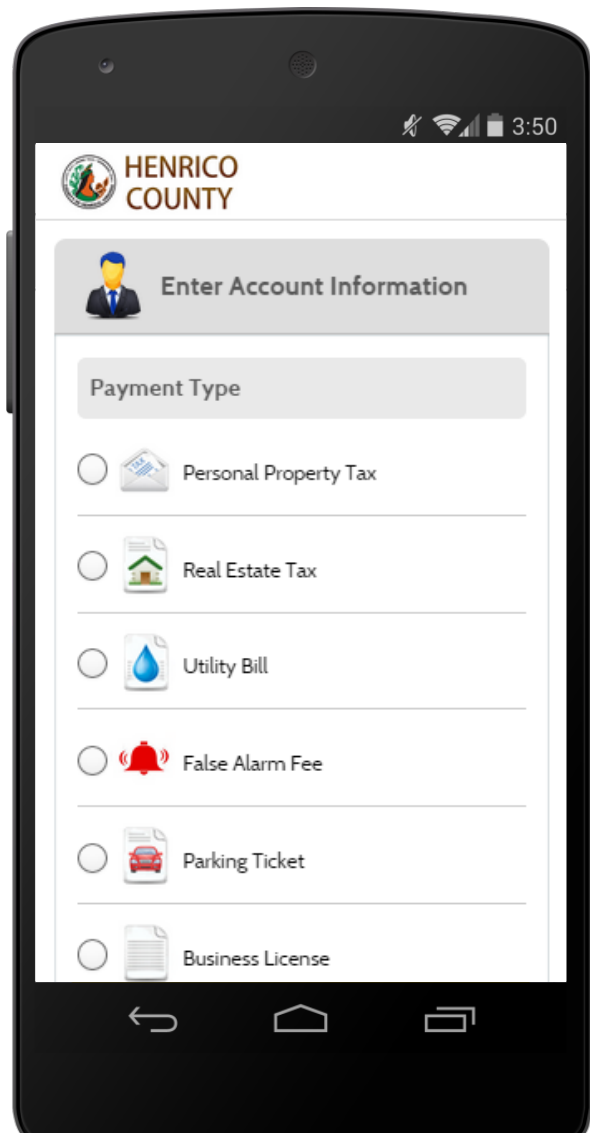
**79%** of people expect local service providers to offer the same options as large national companies

#### **What Billers Need to Know**

There are no workarounds. Variety of billing and payment channels, along with e-billing and the ability to view/pay at a bank's site, are inextricably linked to customer satisfaction. The need to provide a range of options exists regardless of size or type of biller.



# Adoption and Promotion



## Henrico County Utility Bill Payments. EASIER THAN EVER!

### Did You Know?

Henrico County utility bills for water, sewer, and solid waste can be paid online or by phone.

Pay Online

Pay-by-Phone



<https://ipn.paymentus.com/cp/hnro>



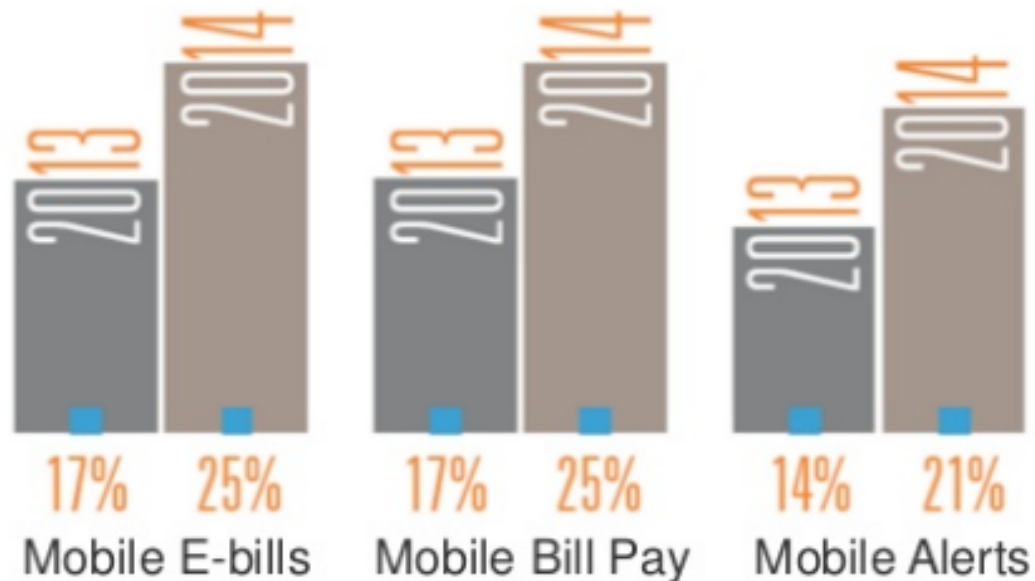
855.748.6015



powered by:  
**Paymentus**

Paymentus Charges a nominal fee for this service.  
Fee information can be found at:  
[henrico.us/finance/payments/onlinepayments](https://henrico.us/finance/payments/onlinepayments)

## Year over Year Adoption Rates of Billers Who Offer Mobile Functionality



Compare to average of **3%** increase for Billers who do not offer MBPP Functionality

N= 40 Biller Paired year/year comparisons

Source: Third Annual Biller Mobile Bill Pay Benchmark Study, Blueflame Consulting for Fiserv, Inc., 2014

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**fiserv.**

**Paymentus**

# Customer Engagement

A Consistent, user-friendly experience  
Across all channels



Online  
Quick Pay



Mobile



Pay-by-Text



iPad Kiosk



IVR



Self-Service  
Portal



AutoPay



Pay-by-Email

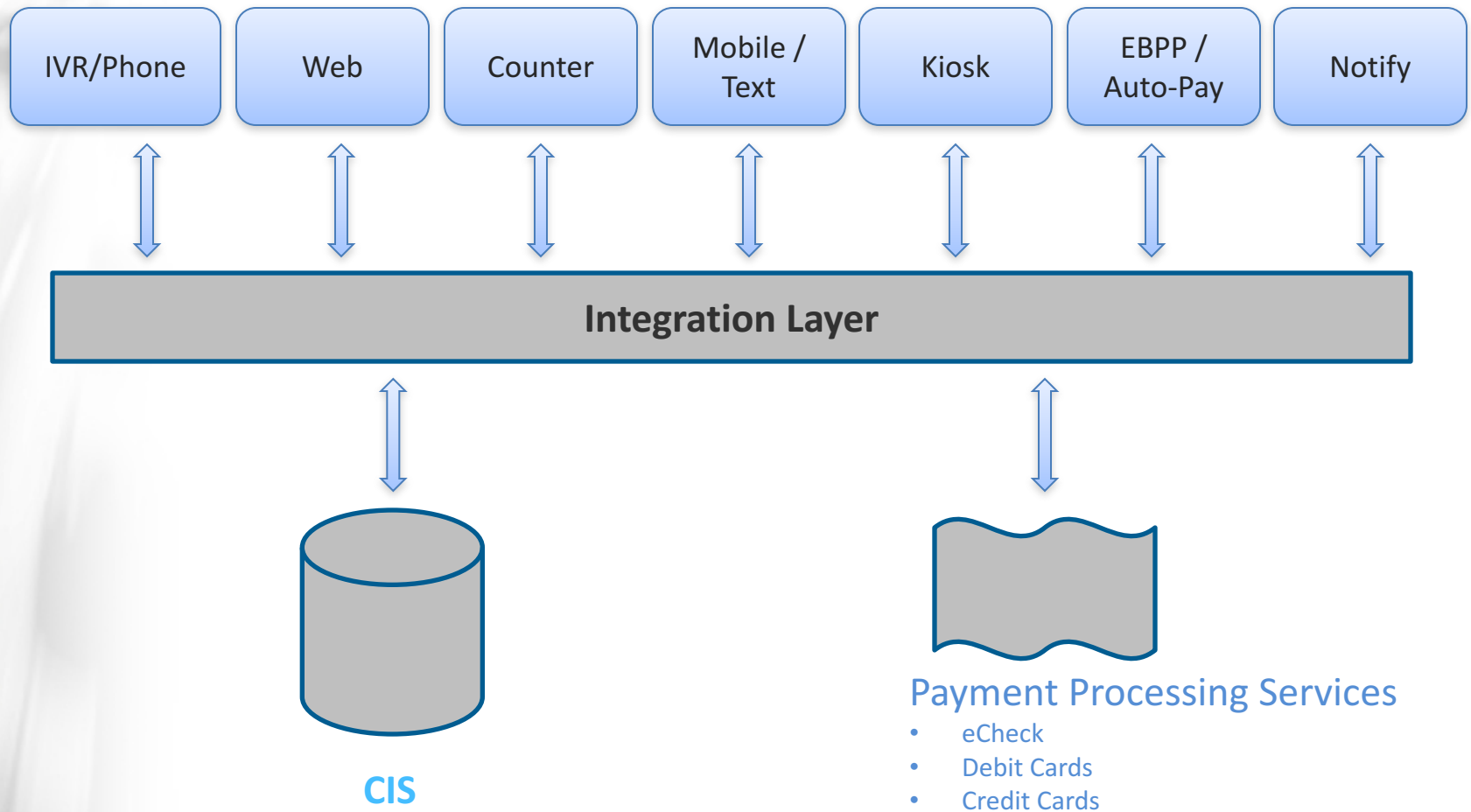


Paperless  
eBilling



Customer  
Communication

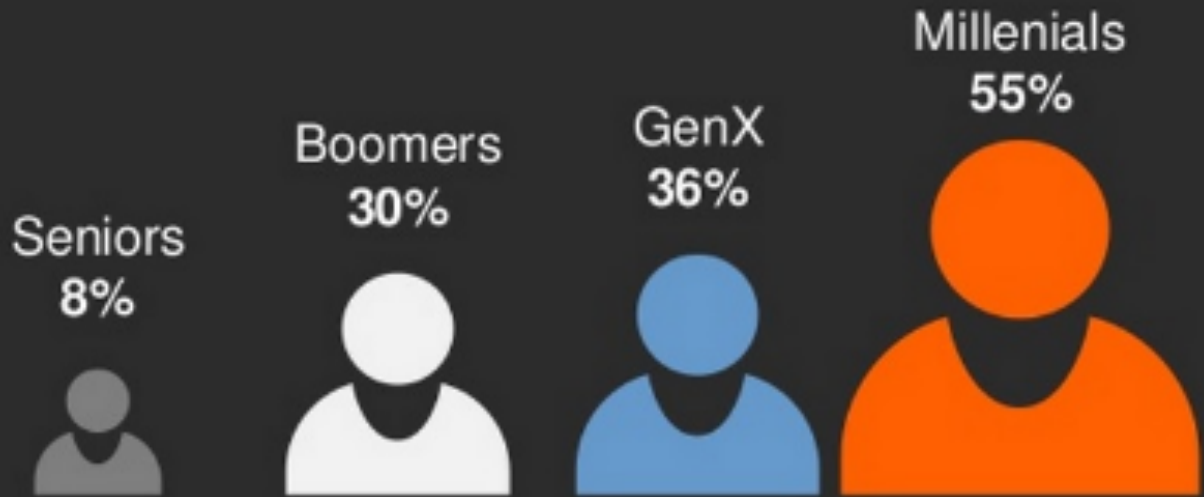
# Expect More from your Payment Processor



# Electronic Billing: Time / \$ Saver?

## The Paperless Generation:

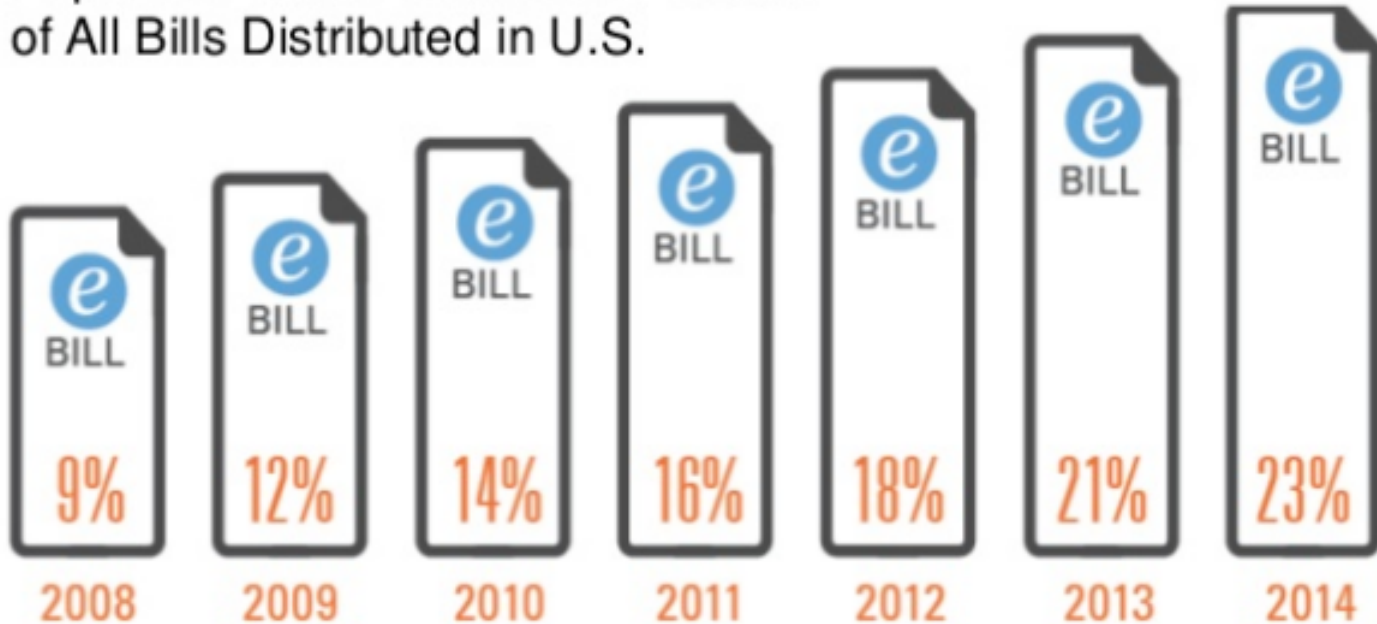
Millennials are the most interested in ditching paper



# How is e-billing changing?

The State of E-bill Growth in 2015 is Slow but Steady

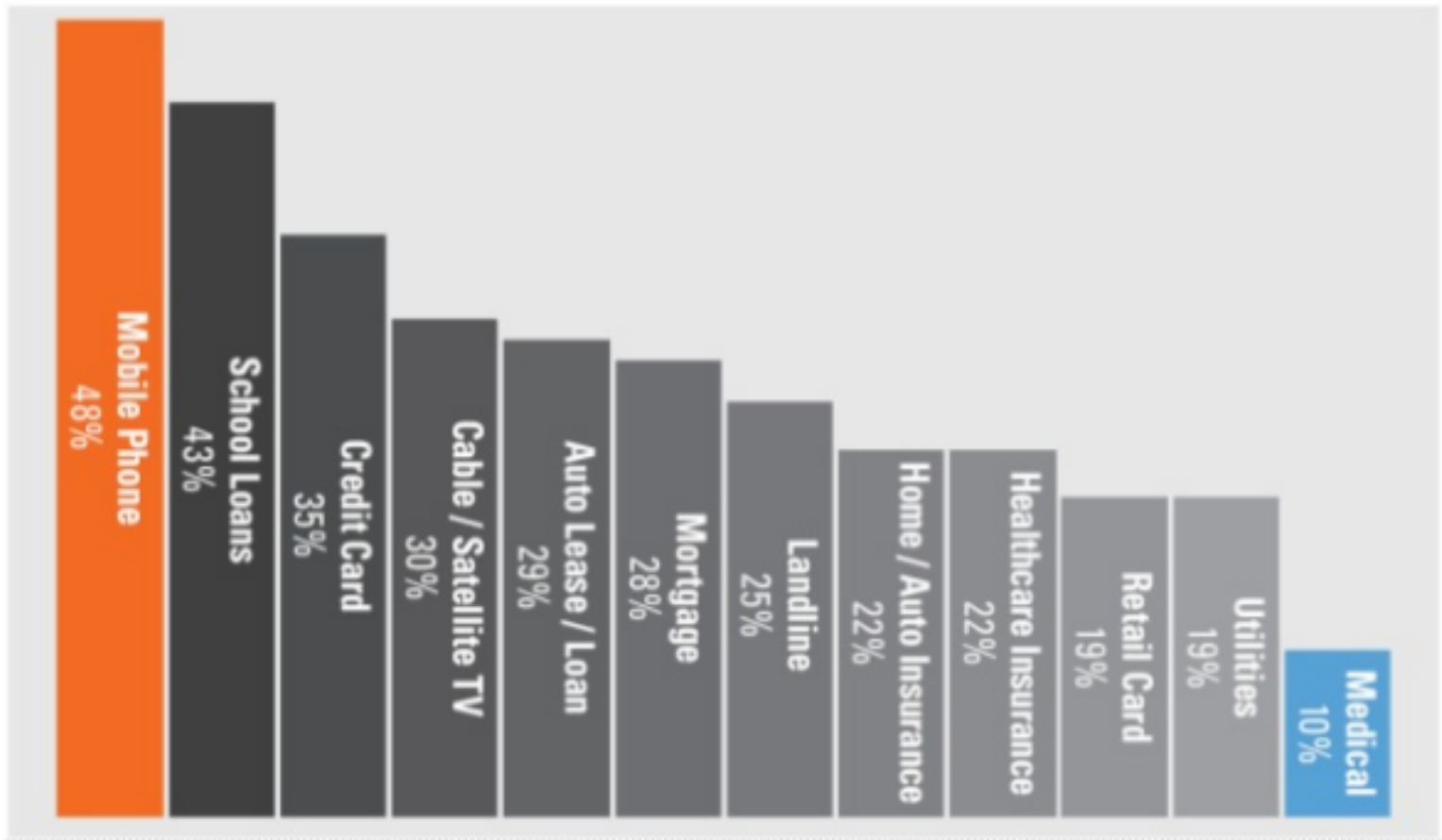
Paperless E-bills Sent as a Percent of All Bills Distributed in U.S.



Source: The State of E-bill, Fiserv Inc., 2014

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## The State of E-bill in 2015 Varies by Industry Type



Source: The State of E-bill, Fiserv Inc., 2014

# Consumer Barriers to Adoption



Source: Seventh Annual Billing Household Survey, Fiserv Inc., 2014



# E-bill is a Natural Triple Bottom Line Technology

## Billers And Banks

Cost Savings  
Customer Satisfaction  
Digital Engagement  
Efficiencies



## Consumer

Less Clutter  
Convenience  
Fewer Late Payments  
Happier



## Environment

In 1 year the avg. e-bill household saves 6 pounds of paper & 23 pounds of wood

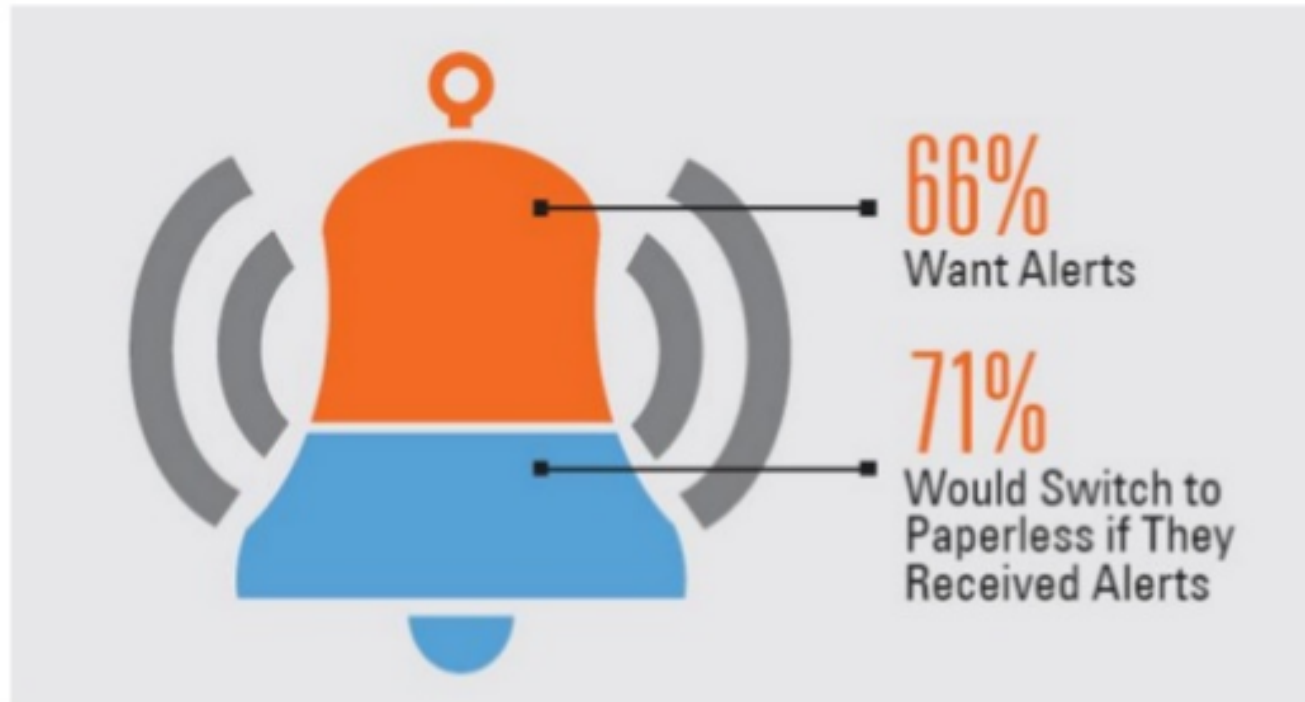
Importance of Environment in Decision to View/Pay Bills Electronically



Sources: Seventh Annual Billing Household Survey, Fiserv Inc., 2014, PayItGreen.org, 2015

## Bill Payment Due Alerts Increase Likelihood of Paperless Billing

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Source: Seventh Annual Billing Household Survey, Fiserv Inc., 2014

# Resurgence of Inbound IVR / Phone Payment System



The IVR handles 40% of all call traffic.

## Standard Features

- ✓ Move Call Volume – Free Customer Service Agents to Deal with Issues that only Customer Service Agents can handle
- ✓ 24/7 customer self-service access
- ✓ Hear account balances and payment history
- ✓ Pay bills by credit card or eCheck
- ✓ Saved Payment Data / ACH Confirmation Recording
- ✓ Update Customer Phone Numbers
- ✓ Get answers to common questions & FAQ's

Blog Post: [What Goes Around Comes Around – IVR / Phone Payments Resurging](#)

Call Samples (click to listen)

- ▷ [Main Menu](#) 🔊
- ▷ [Account Balance and Payment](#) 🔊

## The Biller Checklist

Consumers expect all billers, regardless of size and industry, to offer a range of efficient, secure, high-quality billing and payment options. They increasingly make use of available options depending on their needs at any given time. Wherever/whenever transactions are now the norm and billers must keep pace to meet consumer expectations and drive satisfaction.

### What Needs to Be Done

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Offer a variety of payment channels.

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Create intuitive, seamless options for billing and payments.

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Offer emergency payments through multiple channels.

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Focus efforts on providing a variety of mobile options and converting customers to mobile bill pay.

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Promote paperless e-bill options at financial institutions' sites during account opening and when customers sign up for automated payments.

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Educate consumers about available options and drive them toward the most secure choices.

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Make speed and convenience a priority across multiple channels to drive customer satisfaction.

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### Why Now?

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Consumers make use of various options at any given time based on their needs. They expect diverse options.

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Growing numbers of bill pay options make it even more complicated to support and manage the growing bill pay ecosystem.

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People expect options for emergency payments and a majority says having the option available increases satisfaction.

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The market for mobile bill pay is growing and is not near saturation. Mobile bill payment options can result in higher customer satisfaction, mobile self-service engagement and e-bill activations.

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Consumers say they are interested in turning off paper billing. Given the economic, environmental and efficiency incentives, this should be high on billers' to-do lists.

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Security is a growing concern for consumers, but many are unaware of which billing and payment channels actually provide the highest level of security.

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Consumers want to complete transactions as quickly as possible and they expect credit for payments right away. These are key drivers of customer satisfaction.

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# Billing and Payment Blog

Helping billers shape  
customer experiences  
now and tomorrow.

Oct 6, 2015

## Part II: The Rising Cost of PCI Compliance...The Risk and Burden are on You

Payment security a burgeoning problem. With it comes a host of issues and tighter, more complex and costly Payment Card Industry (PCI) regulations. It's a necessary evil that every business – large or small – needs to implement. In this second blog of our three-part series, find out more about the true costs of PCI Compliance and which PCI 3.0 security standards are proving to be the most challenging to implement.

PCI, Privacy, Security   Payment Processing

Sep 29, 2015

## Would You Like Paper or Mobile?

One-third of millennials don't review their bills before paying them. Make sure your billing and payment systems are reaching these customers.

Customer Communications   Emerging Trends   Paperless/eBilling   Relationship Management   Technology

Usability

Sep 21, 2015

## Part I: Are You PCI-Compliant? Why your Business shouldn't be Compliance

### More Resources

- Article: E-Payers are on the Go: Do You Offer a Mobile Payments Solution to Keep Up with Them?
- Article: Electronic Payment Security
- White Paper: 12 Essentials for Successful Utility e-Billing & e-Payment Programs

### Browse Topics

- ▶ All Topics
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- Business Intelligence/Analytics
- Customer Communications
- Emerging Trends
- Payment Processing
- PCI, Privacy, Security
- Productivity
- Paperless/eBilling
- Relationship Management

<http://paymentus.com/blog/>

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**Thank you.**

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