



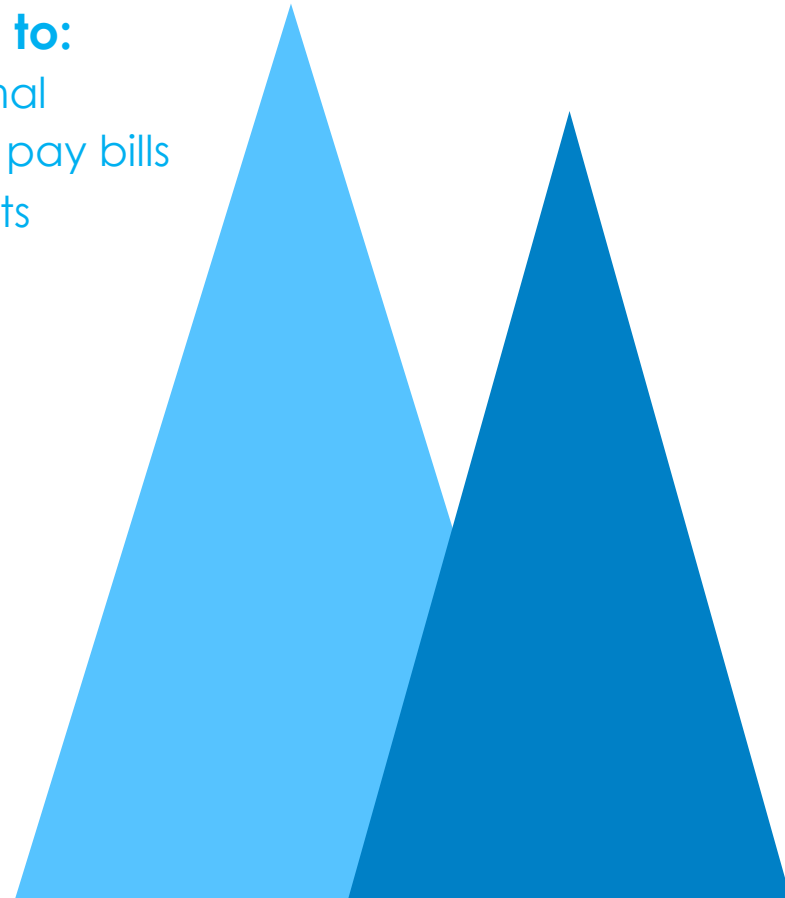
Digital Wallets and Advanced Payment Methods

Peter Guido, Regional Sales Director
pguido@paymentus.com
704-624-7384

Paymentus

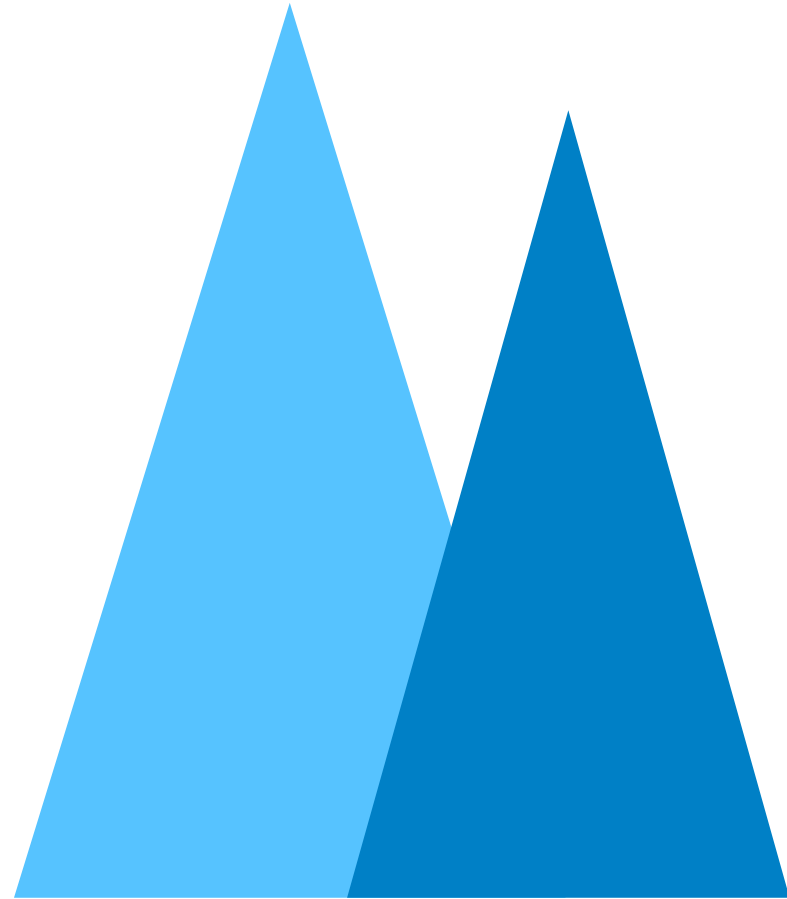
Learning Objectives

- **At the end of the session you should be able to:**
 - Understand key components of the New Normal
 - Understand how millennials use technology to pay bills
 - Understand the new technologies for payments
 - Digital payments/wallets
 - Voice assisted devices
 - Auto-payments
 - Secure agent payments



THE NEW NORMAL

- Keeping customers connected
- Encouraging use of self-service options
- Providing automation options for cash preferred or underbanked customers
- Meeting specific demographics payment and service needs
- Offering financial flexibility and payment options
- Re-thinking the customer service counter
- Not compromising security and PCI



How People Pay Their Bills Is Changing



**Digitization
of Payments**



**Mass Adoption
of Mobile Devices**



**Importance of
Millennials**

Knowledge Check

Are your customers asking for new/different payment methods?
Are you preparing new payment methods?

- Web Payments
- Phone/IVR Payments
- Digital Payments
- Voice Assistants (Alexa, Google, Siri)
- Cash station payments (kiosks, 3rd party locations)
- All
- None

A Major Shift has Happened!

How payments are made has changed:

- In the U.S., digital wallets like PayPal, Venmo, Amazon Pay and Apple Pay have overtaken credit cards as the most popular online payment method in 2020 - [Worldpay](#)

Technological advancements are transforming how consumers and businesses interact:

- By 2021, 40% of consumers will use voice assistants like Alexa instead of websites or apps when service needs arise - [Capgemini](#)
- By 2020, 85% of all interactions between millennials and businesses will occur without human interaction, as self-service and chatbots become fully ubiquitous - [Gartner](#)

Those who embrace the shift, will have a significant advantage in the pursuit of maximum customer satisfaction and operational excellence while maximizing adoption.

A person with blonde hair, wearing a dark jacket, is shown from the chest up. They are holding a black smartphone in their right hand and a white coffee cup with a brown sleeve in their left hand. The background is a blurred outdoor scene with trees and a building. The text is overlaid on the image.

We've heard it before...

Millennials...millennials...millennials...



The Millennial Generation...

MARKET TRENDS IMPACTING ONLINE BILL PAYING

“America’s largest generation” with **75.4M** million people

75% of the workforce and **46%** of U.S. income by 2025¹

Digital natives, raised in the era of digital payments

67% are more likely to trust tech-based companies²

>20% have never written a check¹

63% don’t have a traditional credit card³

86% are smartphone users¹

38% use apps and mobile tools to pay bills

¹Source: First Data, The Unbanked Generation, 2015

²Source: Koski Research Study, 2015 (N=2,024)

³Source: A survey commissioned by Bankrate and compiled by Princeton Survey Research Associates
<http://www.bankrate.com/finance/credit-cards/more-millennials-say-no-to-credit-cards-1.aspx>



PayPal reports surge in usage from people of 50

By Yen Palec - May 20, 2020



In a recent report, PayPal reveals that its fastest-growing demographic are people over 50 years old. The company describes this as “silver tech.”

... And the Popularity of Digital Wallets Exploding

MARKET TRENDS IMPACTING ONLINE BILL PAYING

By **2021**, alternative payment methods are projected to account for **~75%** of ecommerce payments worldwide¹

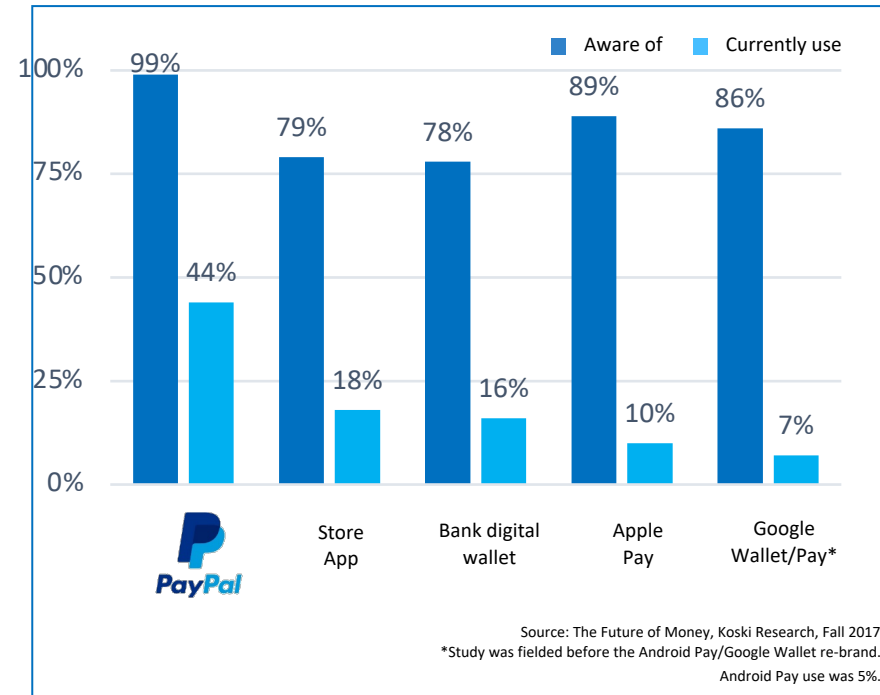
Digital wallets to surpass credit cards by 2021²

76% of US consumers think Digital Wallets are a secure form of payment technology³

73% of US consumers claim security is more important than convenience when shopping online³

77% of US consumers believe PayPal is more convenient than other payment methods³

In **Q1 2018**, mobile represented **24%** of digital commerce sales⁴



¹Source: yStats.com, Global Alternative Online Payment Methods: Second Half 2017, retrieved 3/2018

²Source: Forrester Research, "The Next Phase Of Digital Wallet Adoption," Sept 2017

³Source: Digital Trends Impacting Commerce, Kelton Research, June 2018

⁴Source: comScore, "State of the U.S. Online Retail Economy in Q1 2018"

Knowledge Check

Are you familiar with these digital payment methods?

- PayPal
- Venmo
- PayPal Credit
- Amazon Pay
- Google Pay
- Apple Pay
- All
- None



 **PayPal**

 **PayPal
CREDIT**

venmo

 **pay**

DIGITAL WALLETS – IN THE NEWS

tr TechRadar

More than 6.1 billion people will use digital payments by 2023

In 2017, the global digital payments market was valued at \$3.1trn, according to figures pulled from market and consumer data provider Statista. In ...



R London Loves Business

Venmo grows by 47% year-over-year, 2.6x more than PayPal | London Business News

Data gathered by Leambonds.com shows that Venmo's year-over-year total payment volume has grown by 47.61% which is more compared to ...



D Digital Transactions

Why PayPal Thinks Shifts to Digital Payments Will Outlast the ...

Observers have said before that the Covid-19 crisis is reshaping payments, but on Wednesday afternoon executives at PayPal Holdings Inc.



OnFocus

Digital Wallets Offer Contactless Way to Pay

Pay Safely with a Digital Wallet. As consumers seek to limit the amount of surfaces they touch in a COVID-19 world, more are adopting digital ...
6 days ago



C Credit Union Times

Analysis: Transactions Drop as Consumers Go Into 'Savings Mode' & Digital Payments Soar

Digital payments are having a heyday as the novel coronavirus pandemic ...
CO-OP compared payment transactions volume in April 2020 to ...



3 Raconteur

Digital payments: how COVID-19 sped up adoption

Are digital payments COVID winners? The coronavirus pandemic represents a turning point for the payments industry, as those companies that ...



About PayPal

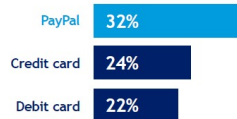


- Most used digital wallet in world
- Over 300 millions active users worldwide, 100 million+ in U.S.
- 64% of U.S. adults have used PayPal for an online transaction in the last year
- One Touch™ checkout results in 88% fewer keystrokes

PayPal's the Preferred Online Payment

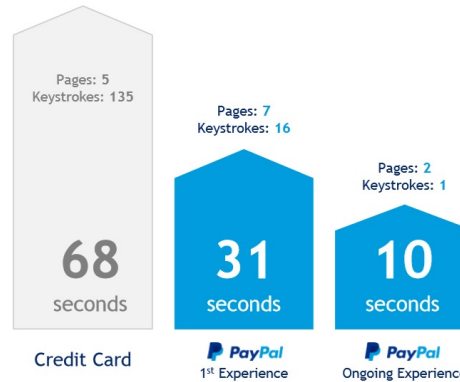
51% of users have abandoned a transaction because PayPal wasn't there

Preference by Users Online



Source: Ipsos, July 2016, online survey of 1,000 consumers in each of 7 global markets.

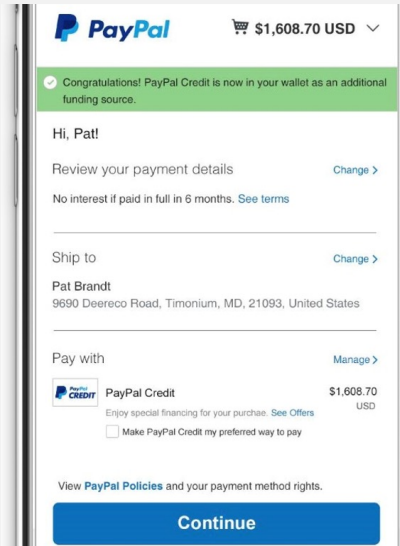
Mobile Express Checkout Comparison



About PayPal Credit



- Flexible revolving line of credit
- Interest free if balance is paid within 6 months
- Allows customers to pay over time
- 78% use PayPal Credit for everyday expenses and bills
- 33% of PayPal Credit users are millennials



PayPal Credit

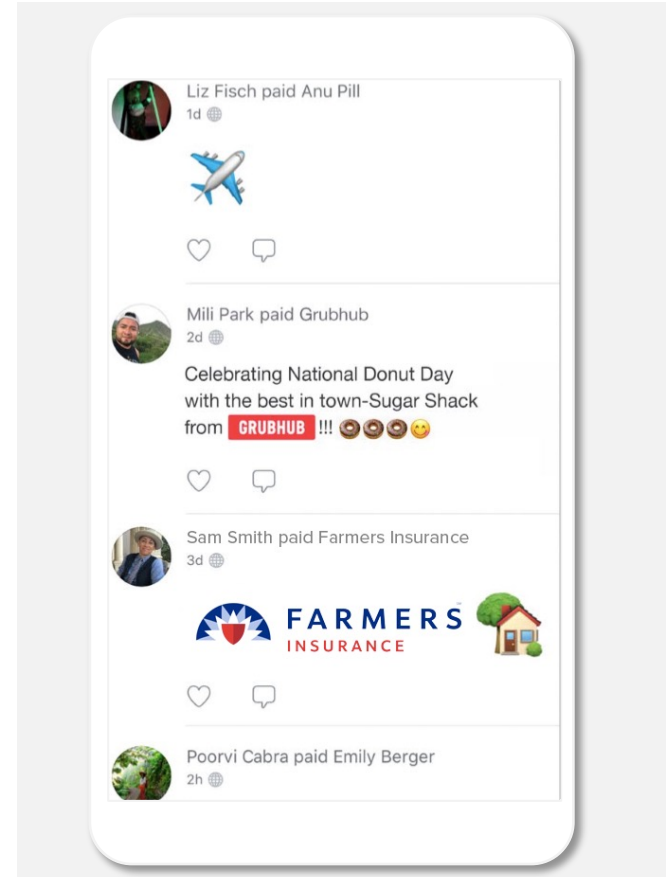
The most popular and frictionless financing solution providing a simple, trusted, flexible way to pay over time.

- **Consumer Benefits:** Pay merchant now, pay PayPal later
- **Mobile Optimized:** 'Card-less' credit solution
- **Easy to Use:** Select PayPal Credit inside PayPal wallet at checkout

About Venmo

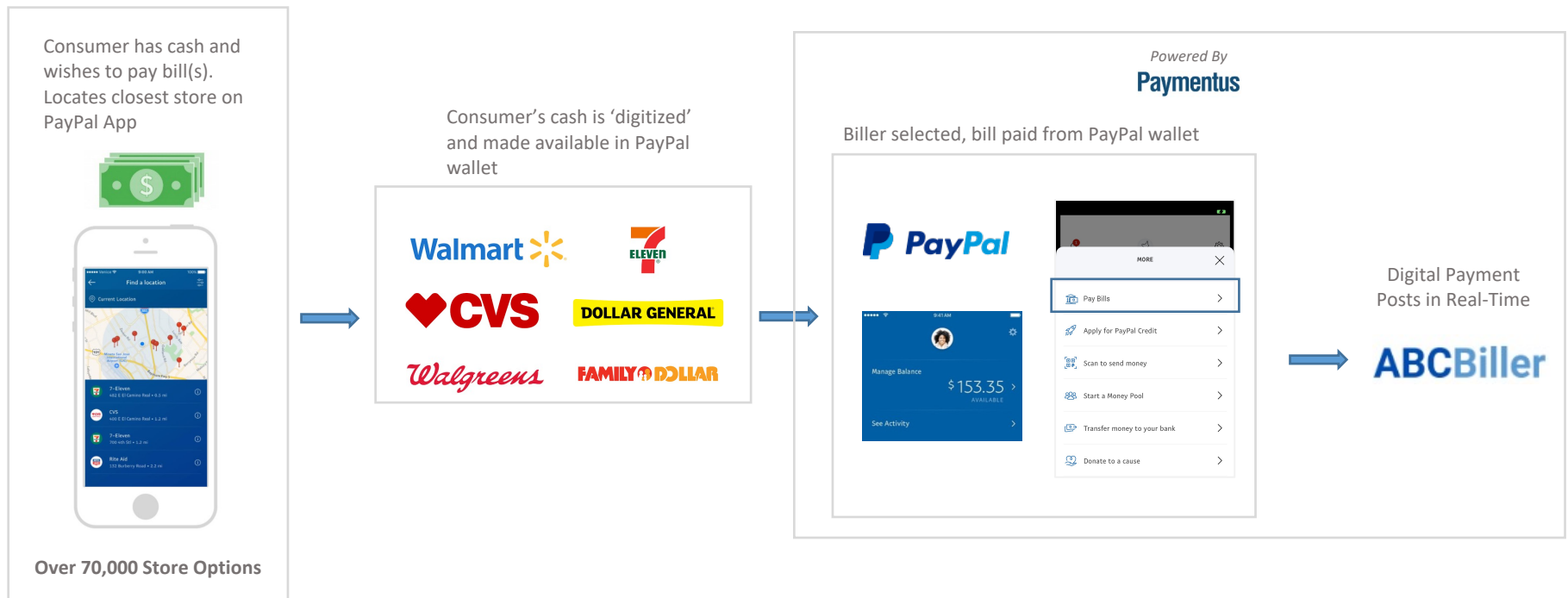


- 27 million active users, growing 80% YOY
- Preferred payment method of Millennials – 66% used Venmo in last 12 months
- The ‘social’ payment method with a strong network effect that is accelerating utilization



Digitized Cash – Solutions For The Underbanked

25 Million U.S. Households are ‘Underbanked’ and have limited options for how to pay bills, until now...



Knowledge Check

Do you have ways to serve your unbanked/cash-preferred customers if your lobby is closed?

- Yes
- No

About Amazon Pay

"I trust Amazon. At websites online that are not Amazon, I will choose the merchants that offer Amazon Pay over another. I believe that the fewer places that have my payment information the better."

"I was very surprised when the payment required came up with credit cards or Amazon Pay. It was so quick and easy. Everything about Amazon is quick and easy. I LOVE IT!"



- 300 million Amazon accounts
- Over 100 million Prime members
- 91% of consumers who have used Amazon Pay would use it again if given the opportunity
- 84% rate Amazon Pay a 10 out of 10 on ease of use and speed of transaction
- 83% rate Amazon Pay a 10 out of 10 for 'security' and 'brand trust'

2018 Annual Brand Rankings (Kantar MillwardBrown)

AMAZON PAY AND ALEXA

Engagement with Alexa has grown

4x

over the last two years

Customers **interact** with Alexa

Billions

of times each week

300M+

active Amazon **customer**
accounts worldwide*

56%

Consumers who own smart speakers are **likely to use**
voice to purchase products/services in next 3 years

*Active customer accounts represent accounts that have placed a paid order during the preceding twelve month period.

VOICE ASSISTED BILLING & PAYMENTS WITH AMAZON ALEXA

Reduce late or missing payments – Alexa provides automatic, proactive alerts when it looks like a payment will be late or has problems clearing.

- Notifications appear as a yellow ring or as an on-screen banner

Lower customer service costs – Alexa can respond to customer questions about bill due dates and statement amounts.

- *“Alexa, when's my water bill due?”*
- *“Alexa, how much is my electric bill this month?”*
- *“Alexa, did my gas bill get paid?”*

Expanded bill payment options across channels – Use Alexa and Amazon Pay to pay bills

“Alexa, when's my power bill due?”



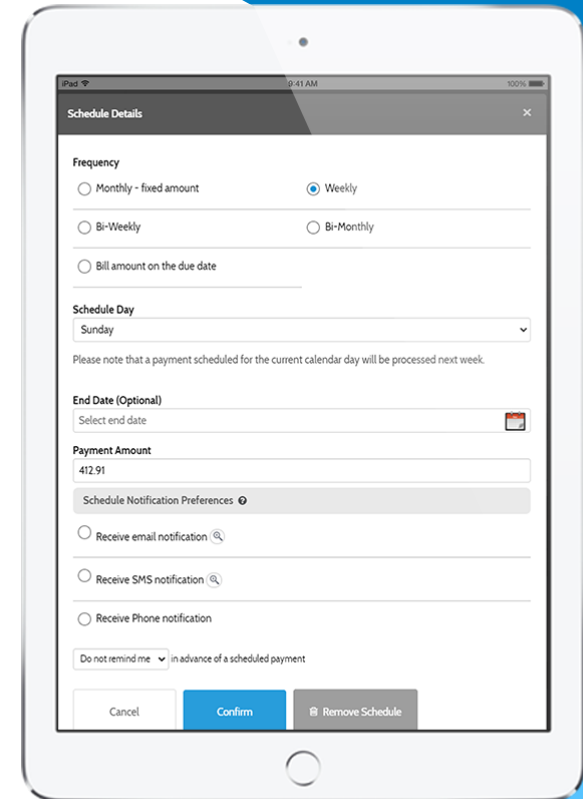
The image features a landscape with rolling hills and several high-voltage power line towers stretching across the scene. The sky is a mix of light blue and warm orange, suggesting a sunrise or sunset. A large, semi-transparent blue geometric pattern of triangles is overlaid on the left side of the image. The text 'DRIVING AUTO-PAYMENTS' is centered in the white space of the overlay.

DRIVING AUTO-PAYMENTS

AUTO-PAY: THE ORIGINAL CONTACTLESS PAYMENT CHANNEL

Set it and forget it is the easiest way for customers to make recurring digital payments and the fastest way for you to collect.

- Fewer delinquencies and forgotten payments
- More timely payments, paid-in-full
- Less time and money processing manual payments
- Better reconciling of customer accounts earlier in the billing cycle
- Higher adoption of paperless billing
- Improved customer satisfaction



The image features a landscape with several high-voltage power line towers and their associated cables stretching across a hilly terrain. The sky is a clear, bright blue, and the overall scene is overlaid with a semi-transparent geometric pattern of light blue triangles. The text 'SECURING PHONE PAYMENTS' is centered in the lower-left portion of the image.

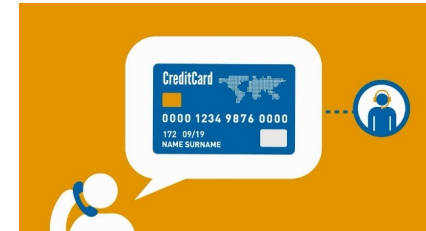
SECURING PHONE PAYMENTS

EXISTING SOLUTIONS

COMMON APPROACH #1

Customer reads card information to employee who enters it into a payment terminal

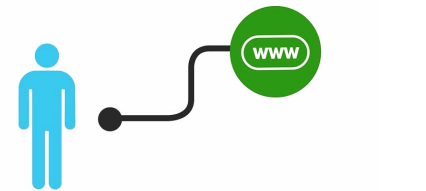
- **Significant security risks.**
- **Business is in PCI scope.**



COMMON APPROACH #2

Employee directs customer to website to make a payment

- **Customer satisfaction risk.**
- **Potential non-payment.**



COMMON APPROACH #3

Employee transfers customer to IVR to make payment

- **Customer satisfaction risk.**



SECURE SERVICE™

Step 1: CSR validates customer

✔ Account Information ✔ Customer & Payment Information ✔ Confirm Payment

Please enter all of the information below and click **Continue**.

Account Information

* Payment Type:

* Account Number:

* ZIP Code:

Continue **Cancel**

Step 2: CSR stages payment before transfer and release to Secure Service™

Payment Information

* Payment Date: Now Later

* Payment Method:

* Payment Amount: \$

Continue **Back** **Cancel**

SECURE SERVICE™

Step 3: Customer enters card information in Secure Service while CSR views progress

The screenshot shows a 'Transfer to IVR' modal window overlaid on a payment interface. The modal contains the following information:

Transfer customer to IVR #	Paymentus Access Code
1234567890	58

Credit Card ✓	Expiration Date ✓	CW ⌋	Payment Processing ⋮
------------------	----------------------	---------	-------------------------

Call Status	In Progress
-------------	-------------

By closing this modal, you will no longer be able to monitor your current customer's progress. This form will reset to start the payment for your next customer.

CANCEL IVR PAYMENT

START OVER (button)

CONTINUE (button)

In the background, a payment summary is visible with the following details:

- Payment Date: Oct 09, 2019
- Total Payment Amount: 02.50
- payment method.

SECURE SERVICE™

Step 4: Customer chooses to hang up or return to CSR (example below is return to CSR)

The screenshot shows a 'Transfer to IVR' modal window. At the top, it displays 'Transfer customer to IVR #' as 1234567890 and 'Paymentus Access Code' as 58. Below this, four progress steps are shown: 'Credit Card', 'Expiration Date', 'CW', and 'Payment Processing', each with a green checkmark. The 'Call Status' is 'Transferring back to agent'. A warning message states: 'By closing this modal, you will no longer be able to monitor your current customer's progress. This form will reset to start the payment for your next customer.' At the bottom, there is a red 'CANCEL IVR PAYMENT' button and a blue 'CONTINUE' button. The background shows a blurred interface with 'Payment Date' (Oct 09, 2019) and 'Total Payment Amount' (02.50).

SECURE SERVICE™

Step 5: CSR presented with payment summary details to share with customer

Thank you. The following payment has been successfully submitted.

Payment Submitted

Confirmation number:	734994
Payment Date:	Oct 9, 2019 6:28:31 PM
Payment Type:	
Account Number:	6759370
Zip Code:	12345
Payment Method:	MasterCard
Card Number:	*****5454
Payment Amount:	\$100.00
Total Amount Charged:	\$100.00

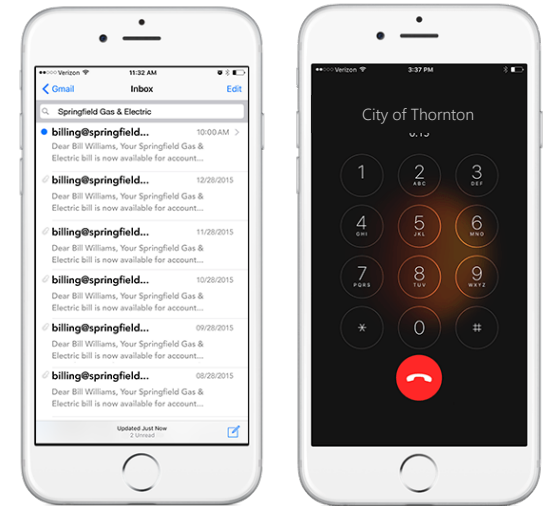
[Make another payment](#) [Print this page](#) [Back to home](#)

The image features a landscape with several high-voltage power line towers and their associated cables stretching across a hilly terrain. The sky is a clear, bright blue, and the overall scene is overlaid with a semi-transparent geometric pattern of light blue triangles. The text 'STAYING CONNECTED' is centered in the middle of the image in a white, bold, sans-serif font.

**STAYING
CONNECTED**

CUSTOMER COMMUNICATION

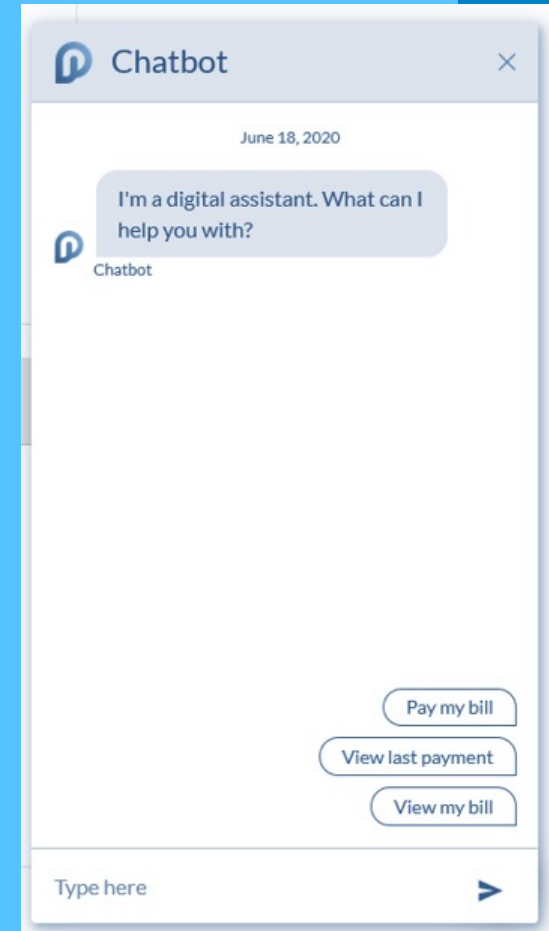
- Use outbound messaging **via text, email and phone** to communicate with customers for –
 - eBill/Bill ready notifications
 - Payment reminders
 - Shutoff notices
 - Service/outage/boil alerts
 - Other proactive messages



Timely reminders about account specific information are highly valued by customers!

CHATBOT

- A chatbot simulates conversations and various interactions with customers via a chat interface online
- Gives customers the ability to assist themselves and your CSR team to concentrate on other complex customer issues
- Customers can communicate with the bot to:
 - Receive account balances
 - Make a payment
 - Schedule a payment
 - Answer common questions
 - Contact live help



Knowledge Check

Do you use automated customer notifications for any of these needs?

- eBill Ready Notifications
- Due Date Reminders
- Late Payment Notices
- Shutoff Notices
- Service Interruptions
- All
- None



**So what are we *doing* for this
major shift?**

A Complete Platform – One Provider

Legacy Payment Methods

Emerging Payment Methods

Payment Channels

Point of Sale Kiosk Agent Assisted Bank/Lockbox

IVR

Responsive Web: Mobile, Tablet, Desktop

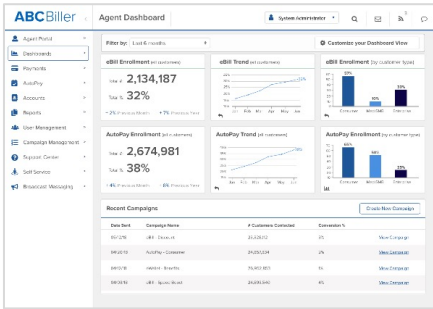
Walmart PayPal Add to Apple Wallet

Secure PDF In-Store PayPal App Apple Wallet

Text Voice Assistant Live Chat / Bot Facebook

Paymentus

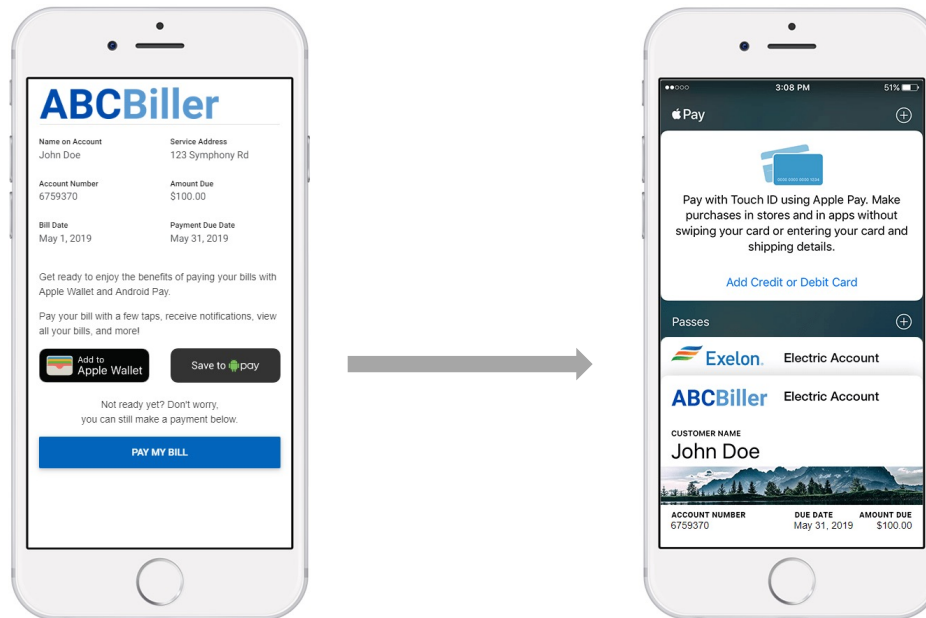
Powerful reporting and visibility into every payment in all channels



Giving you the complete picture, all while satisfying your customers

Bill Presentment Directly To Device-Based Wallets

- Paymentus enables bill presentment, notifications and payment capabilities that leverage native wallet functionality available through Apple and Android devices
- Customers are able to enroll easily and have future bills sent directly to their mobile wallet

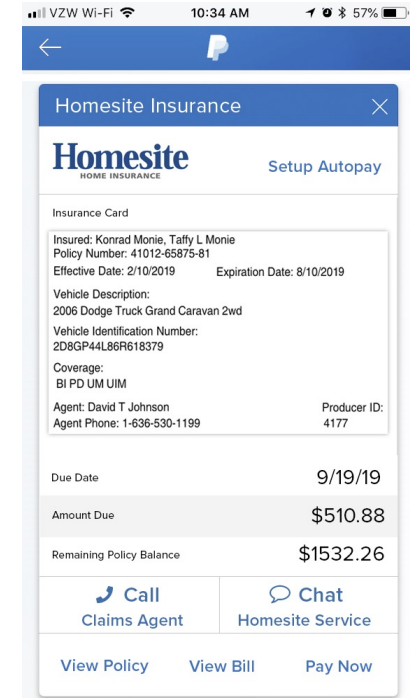
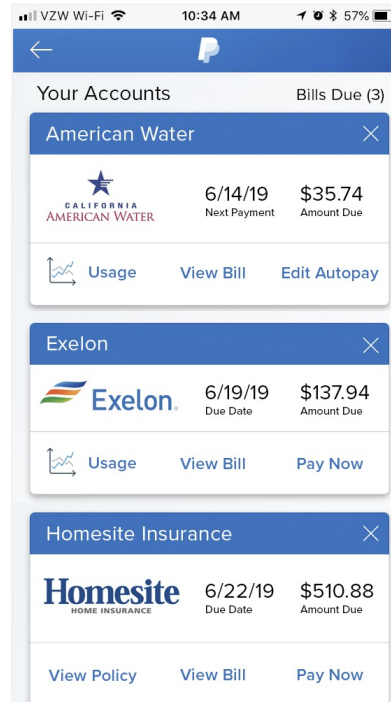


Coming Soon! PayPal App – Bill Pay

We are the engine that is powering PayPal’s soon-to-be-released bill pay capabilities

From the PayPal app, your customers will have full functionality (view bills, receive notifications, send messages, make single payments, set up autopay and more) to efficiently manage their accounts

Payments will post in real-time or daily batch (depending on our integration)



Paymentus

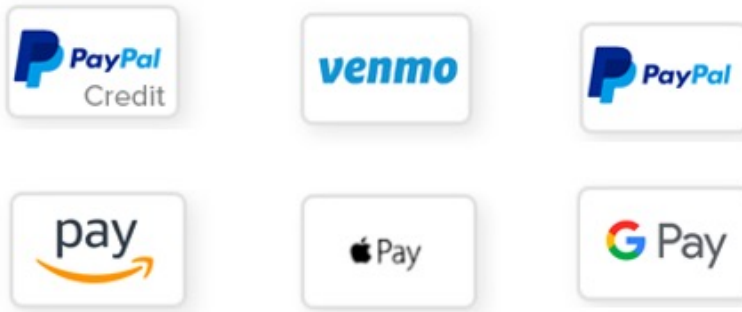
THE NEWEST MEMBER OF THE
INSTANT PAYMENT NETWORK™

Walmart 

- An estimated 90% of all Americans are located within 15 miles of a Walmart store.
- During 2020, there are approximately 265 million customer visits to Walmart each week.
- 21 million U.S. households pay at least one bill in person every month.
- Tens of millions of bills are paid at Walmart stores throughout the nation annually.




What's Next for Your Utility?


Adding digital wallets!





Now Later


Payment Method


VISA    Credit Card

VISA  Debit Card

 eCheck / Bank Account

 PayPal

 PayPal Credit

 Venmo

[Continue](#)

[Back](#)

Paymentus

© Paymentus Corp. All Rights Reserved
[Privacy Policy](#)
[Website Conditions of Use](#)
[Payment Authorization Terms](#)

CREATIVE PAYMENT SOLUTIONS IN UNIQUE TIMES...AND BEYOND

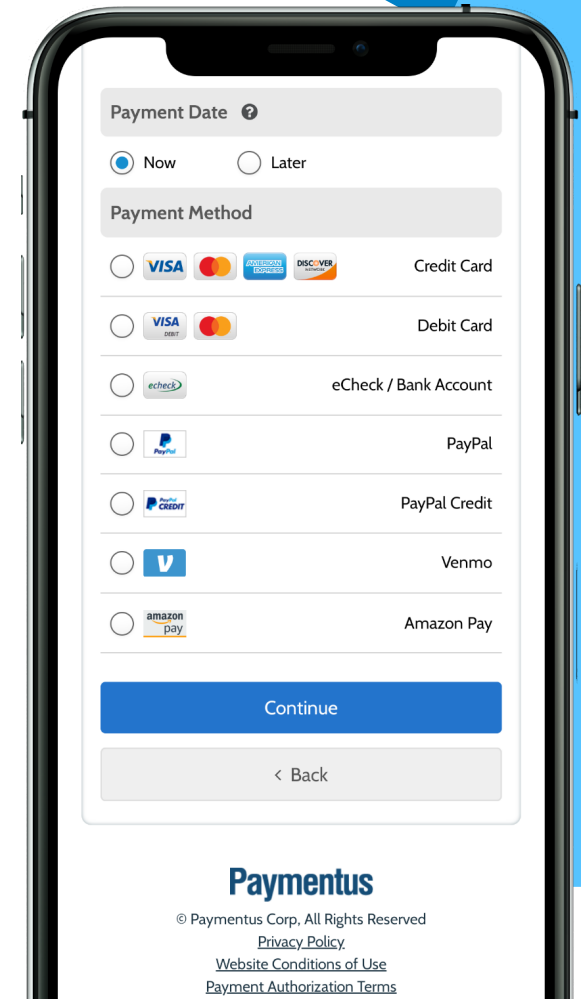
Proven technology to address the new normal, improve customer satisfaction, and increase digital engagement.

Offer More Digital
Payment Channels

Secure Remote
Phone Payments

Drive AutoPay and
Digital Adoption

Stay Connected With
Customers



Paymentus

© Paymentus Corp. All Rights Reserved

[Privacy Policy](#)

[Website Conditions of Use](#)

[Payment Authorization Terms](#)



QUESTIONS?

THANK YOU

Peter Guido, Regional Sales Director
pguido@paymentus.com
704-624-7384

Paymentus

Connect With Us!



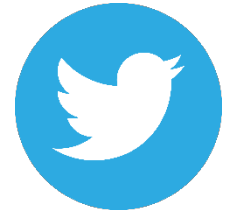
facebook.com
/VinsonInstitute

facebook.com
/GGFOA



Carl Vinson
Institute of Government

Government Finance
Officers Association



@CVIOG_UGA

@GGFOA