Higher Adopting Payment Solutions

InvoiceCloud™

Online Payments – Making It Work

The Authorities
PENNSYLVANIA MUNICIPAL AUTHORITIES ASSOCIATION

Greg Earle, Regional Sales Director
Invoice Cloud, Inc.

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Overview

- Why Take Online Payments?
- Data Security
- Software Integration
- Customer Experience
- Getting the Word Out
- Pricing Models
- Results

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Why Take Online Payments?

Customers are demanding it

Paper bills can get lost

Hands free processing & posting

e-Payments are easily trackable

Paperless billing reduces costs

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Data Security

PCI DSS Compliance

No sensitive data on your system

Data encryption

Secure data handling policies

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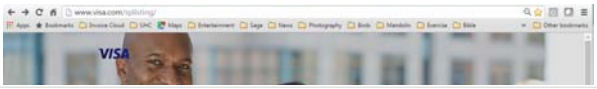
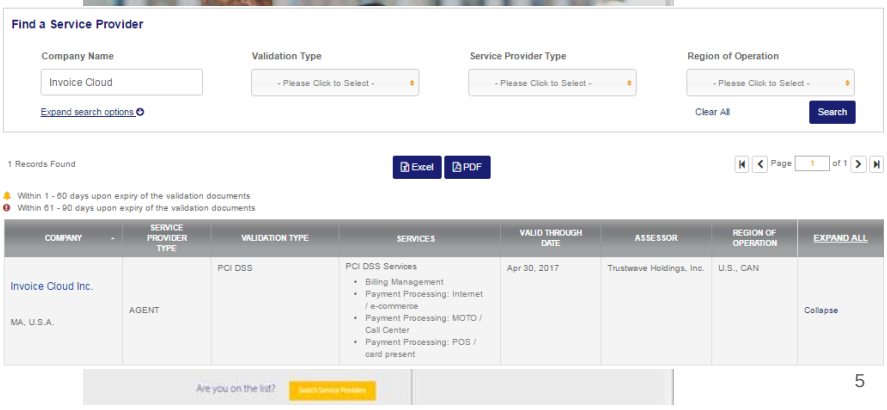
Data Security

www.visa.com/splisting





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Software Integration

Stand-alone vs Integrated

Less information and interaction, fewer payment options

More manual work for the payer and the biller

Data moves easily to and from all parties involved

The “secret Sauce” of Electronic Bill Presentment and Payment

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Customer Experience

Goal - “Fortune 100 Company” Experience

- Comfortable
- Payment options
- Easy
- Information
- Mobile optimized
- Reminders

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Customer Experience

Example: AT&T

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Customer Experience

Comfortable

- All web pages branded for billing entity
- Authenticate account information (2 items)
- Image of bill replicates paper bill (PDF/template)
- Security assurances
- Personalized

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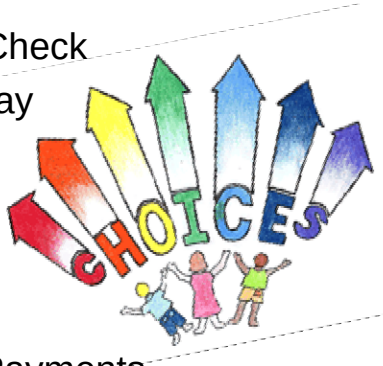
Customer Experience

Payment Options

- Credit/debit Card or e-Check
- Register or One-time Pay
- Paperless billing
- Pay by Phone
- Pay by Text
- Schedule Payment(s)
- AutoPay or Recurring Payments



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Customer Experience

Easy

- Button or link visible on homepage of website
- Link from reminder email or text message
- Forgot username/password help
- Pre-populate info on forms
- Fewer clicks, less typing
- Help hints

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Customer Experience

Information

- All info must be relevant to the bill payer
- Accurate image of bill to view/download
- 1 to 2 years of historic bills to view
- 1 to 2 years of payment history
- Access to all one's accounts
- Current balance due
- Announcements

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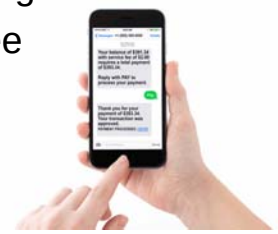
Customer Experience

Mobile Optimized

- Over 50% will pay bills using a mobile device
- Must be easy to navigate on small screen
- Mobile app or responsive design
- No pinching or zooming to see
- Pay anytime, anywhere
- Pay by Text option



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Customer Experience

Reminders

- Send email reminder with link to view/pay bill to every customer with email & balance due
- 2nd & 3rd reminders only if balance still due unless on AutoPay or scheduled payment
- Removes barrier to going paperless
- Prevents many late payments
- Use email from one-time payment
- Text reminders

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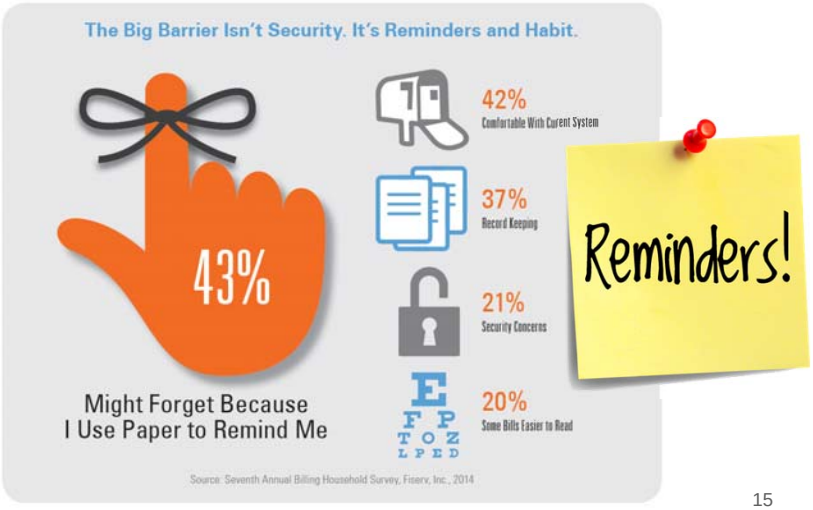
Barriers to Paperless Billing



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Top 5 Late Payment Excuses

1. I forgot
2. I don't have the money right now
3. I have no idea where my bill is
4. I just got too busy
5. I procrastinated

Fox Business: Published June 21, 2013

Solution to 4 out of 5:

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Getting the Word Out

Marketing e-payments and paperless billing

- Pay button prominent on homepage
- Poster and cards at payment window
- Newsletters, bill inserts
- Messages on invoices
- Envelope teasers
- Email blasts
- Sweepstakes

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Pricing Models

Convenience Fee vs. Absorb Processing Costs

Payer charged directly	No cost to payer
Lower cost to Authority	Authority gets Utility rates
Paid by those using it	Paid indirectly by all
Fixed fee if taking Visa	No transaction limits

There may also be setup costs, monthly or annual fees, other per item charges

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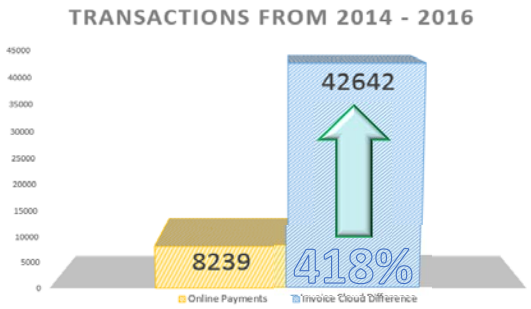
Results

Side by side comparison



CT municipality using a payment portal offering only one-time payments

CT municipality of similar size using fully integrated EBPP

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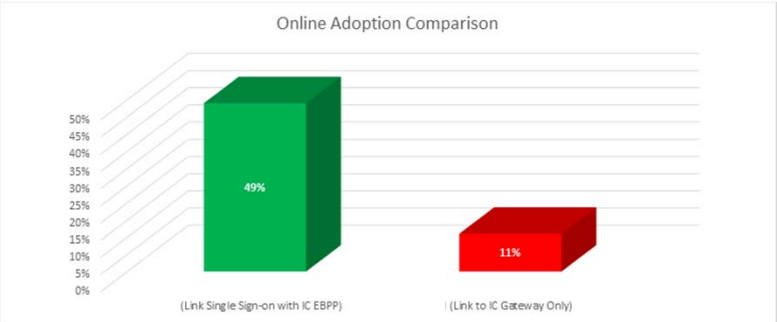
Results

Full EBPP vs. One-time Pay (only)



Link Single Sign-on with Invoice Cloud EBPP 49% Adoption

Link to Invoice Cloud Gateway Only 11% Adoption

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Questions??

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