



CheckFreePay®

In-Person Cash Payments Made Easier

Customers expect convenient, easy ways to make safe and secure payments. They look for billers to make it easy for them to pay in a way that best suits their needs. See how you can expand your payment offerings with CheckFreePay from Fiserv.

Who is the cash preferred consumer?



58% are 30 – 54 years old



68% are female



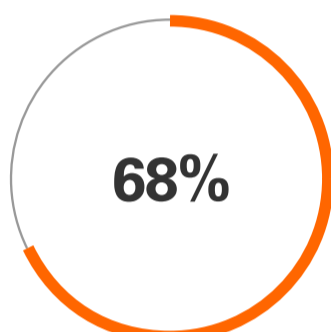
79% own a smartphone



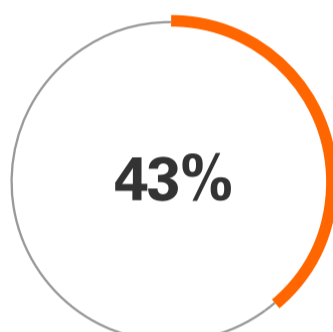
96% have financial product(s) to pay online

Sources: Forrester, Cash Preferred Consumer Profile, 2019

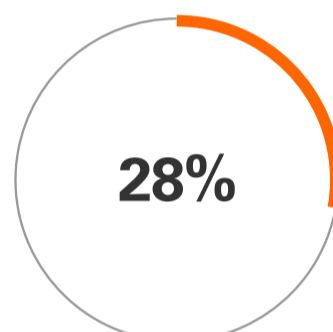
Cash Payments are Considered to be the Fastest and **Most** Secure



of consumers say both **speed and efficiency are important** when determining a payment method



of consumers say they consider cash to be the **most secure form of payment**



of consumers say they consider cash to be the **fastest form of payment**

All data is among U.S. banking consumers consumers. Household Finances Report, 2019

Why Consumers Pay in Cash



50% of consumers prefer to pay in cash because it is more convenient for them

Convenience is Key

1/2 of cash-preferred consumers say convenience is the number one reason they pay in cash



Purchasing From Home



79% of cash-preferred consumers can make a purchase from their smartphone



60% of cash-preferred consumers can make a purchase from their laptop computer

Provide More Than Bill Payment

Address multiple needs with one solution

Top-up a mobile wallet:

Consumers have cash and need to add it to their digital wallet to use services such as Uber



Pay rent: Consumers can use CheckFreePay to pay their rent – above the \$1,000 threshold of money orders

Add funds to a toll pass:

Commuters can use cash to add funds to their toll accounts or pay toll bills



Sources: Forrester, Cash Preferred Consumer Profile, 2019

CheckFreePay is the largest processor of walk-in bill payments in the **United States processing over 75M transactions in 2019.** We provide payment services to consumers who prefer to pay in person.

Connect With Us

For more information about CheckFreePay call 800-872-7882, email getsolutions@fiserv.com or visit fiserv.com.

The full survey methodology for the cash-preferred consumer profile and the Expectations and Experience consumer trends research from Fiserv is available upon request.



Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

866-963-4877
262-879-5322
getsolutions@fiserv.com

© 2020 Fiserv, Inc. or its affiliates. Fiserv is a registered trademark of Fiserv, Inc. Other products referenced in this material may be trademarks or registered trademarks of their respective companies. 603849 06/20