Connect With Customers

Drive engagement, digital adoption and revenue with intelligent experiences.

There’s more than one way to deliver bills and reach the customers reading them.

How people receive bills:

- 36% of customers prefer mail bills
- 41% of customers prefer digital bills
- 28% of customers prefer both mail and digital bills

Whatever the delivery method, customers spend serious time with their monthly bills.

This means you’ve got a captive audience for more than 20 minutes per year.

Who spends extra time with paper bills?

- 67% of adults with more than $1 million in investable assets
- 53% of seniors (72+)

Why do people choose paper bills over electronic?

1. Need a paper copy for records and/or taxes
2. They're more environmentally friendly
3. I'm worried about security

Who's most likely to remember your message?

- 49% of consumers remember seeing personalized messages on statements or bills
- 47% of urban consumers remember seeing personalized messages on statements or bills

And meet them where they are.

32% of consumers remember seeing personalized messages on statements or bills.

Whatever the delivery method, customers spend serious time with their monthly bills.

<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper bills</td>
<td>2:00</td>
</tr>
<tr>
<td>Electronic bills</td>
<td>1:42</td>
</tr>
</tbody>
</table>

Understand what your customers want.

- 36% of consumers remember seeing personalized messages on statements or bills
- 47% of urban consumers remember seeing personalized messages on statements or bills

You’ve got your customers’ attention.

Why do people choose electronic bills over paper?

1. They're more environmentally friendly
2. They're easier to read
3. I don’t want to file paper

Connect With Us

For more information about Engagement Advantage call 866-963-4877, email getsolutions@fiserv.com or visit fiserv.com.