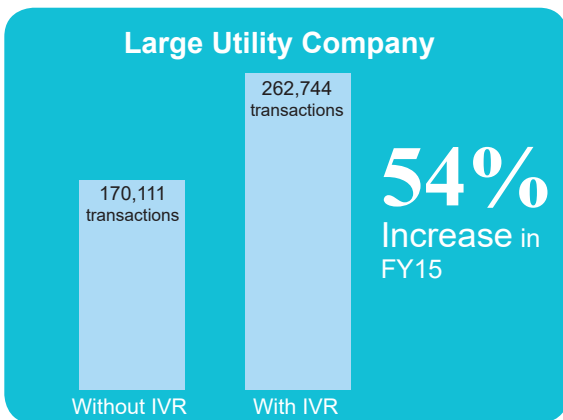


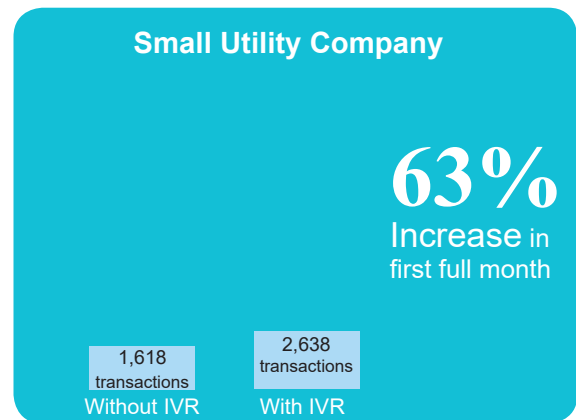
IVR Analysis Shows that Offering More Payment Options Works

Consumers demand choices that fit their needs and it is no different when it comes to viewing bills and making payments. Research from Fiserv indicates that consumers typically use three different payment methods to pay their bills each month. Consumers are likely to choose the most convenient and easiest payment method when ready to pay. Offering more ways to pay can improve customer satisfaction and also increase electronic payment adoption.

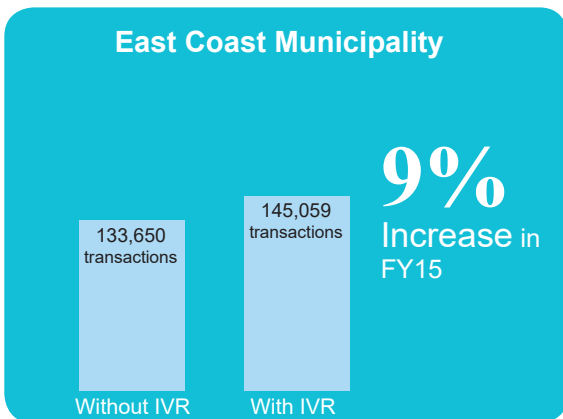
After reviewing our client's adoption rates, we've found that adding more payment options does boost electronic payment adoption. One payment method in particular, Interactive Voice Response (IVR), which allows customers the option to make a payment or check an account balance anytime through an automated phone system, is driving the most growth. Check out several successes below.



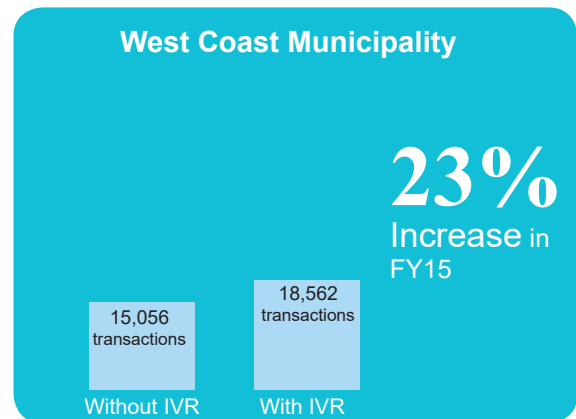
In FY15, this utility company had a 54% increase in electronic payment adoption for the year and 35% of their electronic payments were collected through IVR.



In the first full month of this utility company using IVR, they had a 63% increase in electronic payment adoption. Of their payments collected, 38% were through IVR.



After adding IVR, this municipality had a 9% increase in electronic payment adoption. Although not as high as for utilities, they collected over \$1.5 million with IVR.



This municipality, which uses the bilingual IVR service, had a 23% increase in electronic payment adoption in FY15 and 19% of their electronic payments came from IVR.

IVR at a Glance

- Customers can check account balance and pay without taking up your resources
- Easy to add to your existing Invoice Cloud service with no implementation costs
- English and Spanish service available
- Reporting shows in your Invoice Cloud Biller Portal

To hear a demo, contact:

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