

Talk Track

Email capture campaigns



Payer email addresses are essential for boosting your e-payment adoption. Payers who receive invoice notifications via email are more inclined to pay online and on time compared to those who do not. Additionally, email addresses enable us to engage potential first-time online payers, further increasing adoption rates.

When your Customer Service Representatives (CSRs) interact with payers, **it is crucial that they capture the payer's email address**. Below are several script options for collecting email addresses.

CSR scripts for collecting email address in different scenarios

- **While speaking to a customer on the phone**

"While I have you on the call, let's add your email address to your account so that you can also receive your invoices to your email. This is a great resource because you will get reminders as your due date approaches, and you'll never miss a payment."

- **While speaking to a customer in person**

"I noticed that there's no email address associated with your account. By adding an email address, you'll have immediate access to your invoices and payment status. What's the best email address for you that I can add to your account?"

"Did you know you can receive reminders about your invoice even if you don't register for an online account or pay online? I can add your email address to your account for you. What's the best email address to use?"

- **After taking a customer's payment**

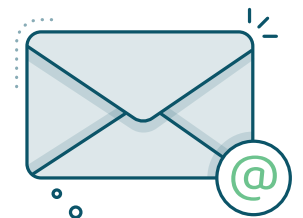
"Can you provide your email address for an emailed receipt? This will also enable you to receive reminders about future invoices."

- **While speaking to a customer looking to make a payment over the phone**

"I'm happy to help you with making a payment! Can you provide the best email address to send you your invoice and a link to input your card info online?"

- **If you have an emailed newsletter**

"Can you also provide the email address you'd like associated with your account? We send out regular newsletters that provide important updates about {organization} that we'd like to make sure you're receiving. This will also enable you to receive reminders about future invoices."



Capturing your payer's email address is crucial for boosting e-adoption rates.