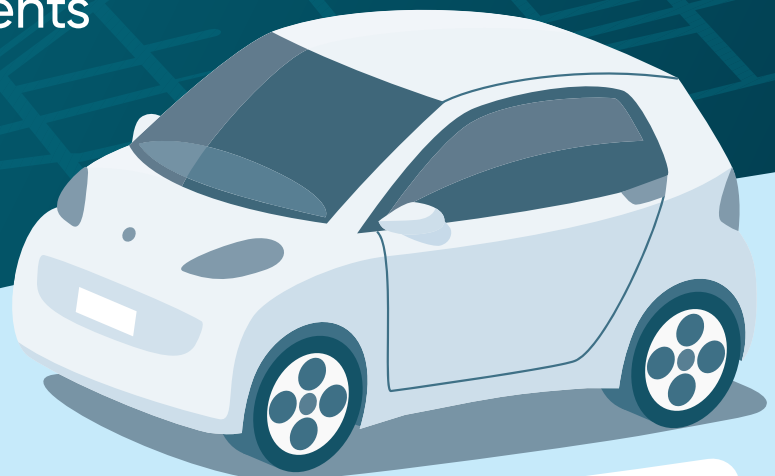




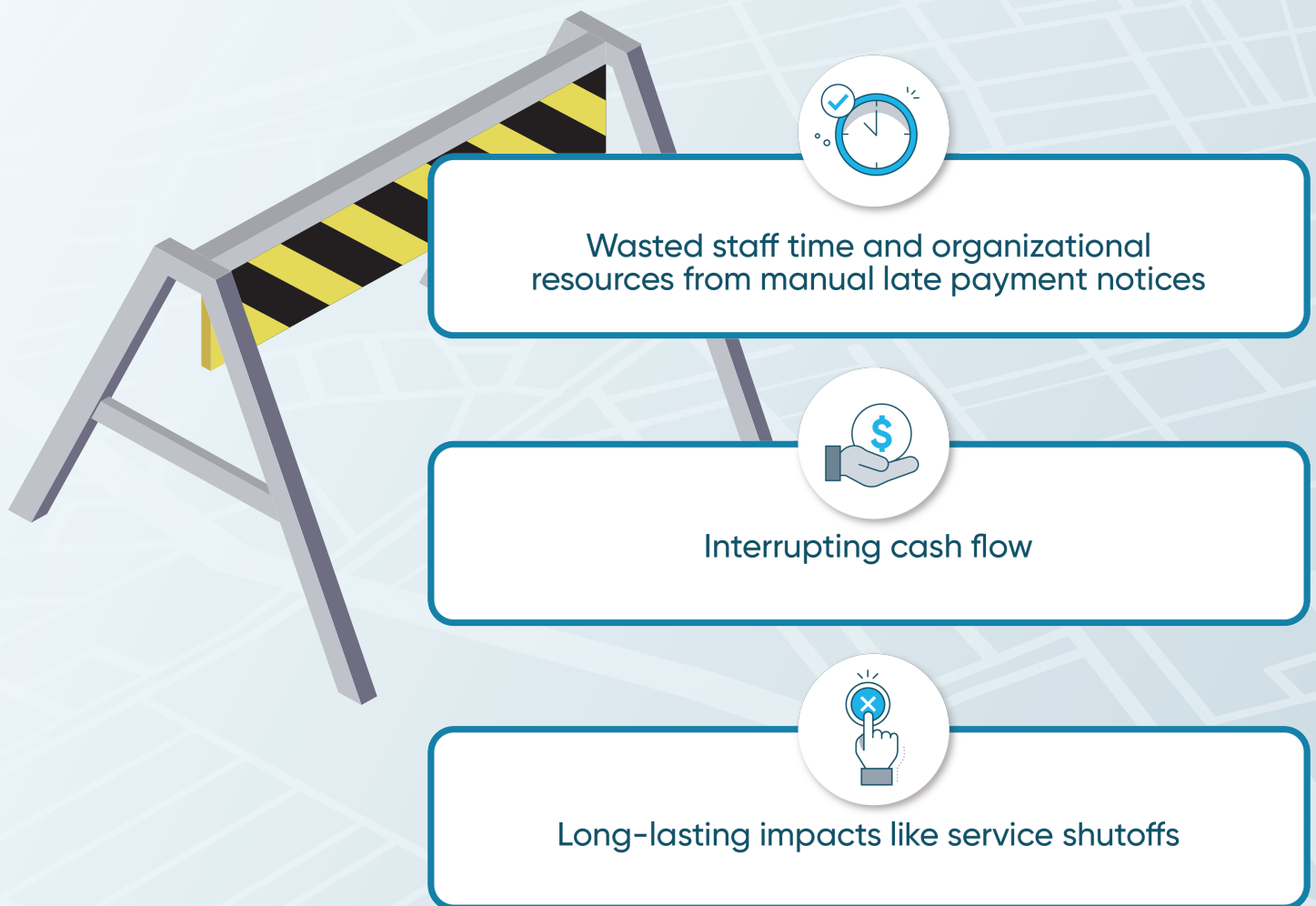
# Payment Delinquencies Reduction Roadmap:

Overcoming Roadblocks to  
Timely Utility Bill Payments



# Challenges Caused by Delinquent Bill Payments

Delinquent payments are the root of countless issues for utility billers. Besides driving up the cost to serve, staff time and organizational resources are wasted by manually printing and mailing late payment notices. Not to mention, continuous delinquencies have long-lasting impacts, such as service shutoffs.



Let's look at some of the most common reasons for missed bill payments and tactical ways organizations like yours can get customers back on track.



## Customers are Unaware Payment is Due

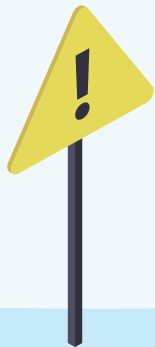
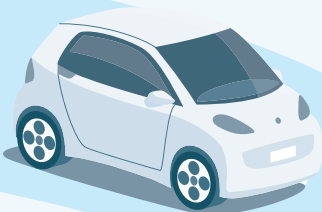
One of the biggest challenges utilities contend with is prompting payments from customers who aren't aware payment is due. Whether it's forgetfulness or some other circumstance that's keeping customers in the dark, communication is critical.



## Keep Customers Informed with Detailed Payment Reminders

Automated email, text, and calendar reminders ensure bills are top-of-mind. Ideally, reminders should be customized (i.e., branded email domains and logos) to signal they're trustworthy and link directly to an easy checkout. InvoiceCloud data shows customers respond best to second and third notifications. Enabling multiple reminders increases your chances of receiving payment before the due date.





#### IC FEATURE:

PayPal's "Pay-in-4" interest-free installment loan splits balance due into four payments.



## Customers Do Not Have Funds to Pay Their Bill

Assisting customers who don't have the necessary funds to pay is a nuanced challenge. While some utilities can offer flexibility, the time and resources required to chase customers down with phone calls, paper notifications, and more can eventually become a drain. Continuous lack of payment will eventually put your organization in the position of shutting off services.



## Empower Customers with Payment Plans

Payment plans, including flexible digital wallet options, help customers in need and allow utilities to secure revenue without sacrificing customer trust or staff time. For example, InvoiceCloud offers PayPal's "Pay-in-4," an interest-free installment loan that lets customers split their purchase into four payments. Providing this flexibility not only gives your organization the opportunity to receive consistent payments, but also fosters trust and loyalty among your customer base.



## Customers aren't Responding to Current Notifications

Your organization has established a consistent notification cadence — great! But if customers are still unresponsive to first, second, and third payment reminders, it's time to take your customer communications to the next level.



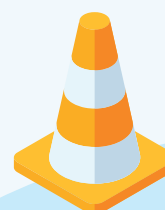
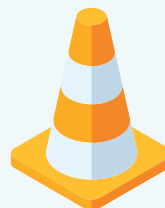
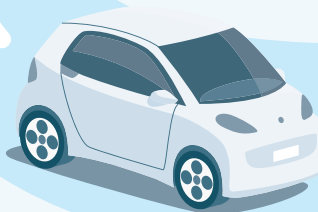
## Enable Outbound Campaigns

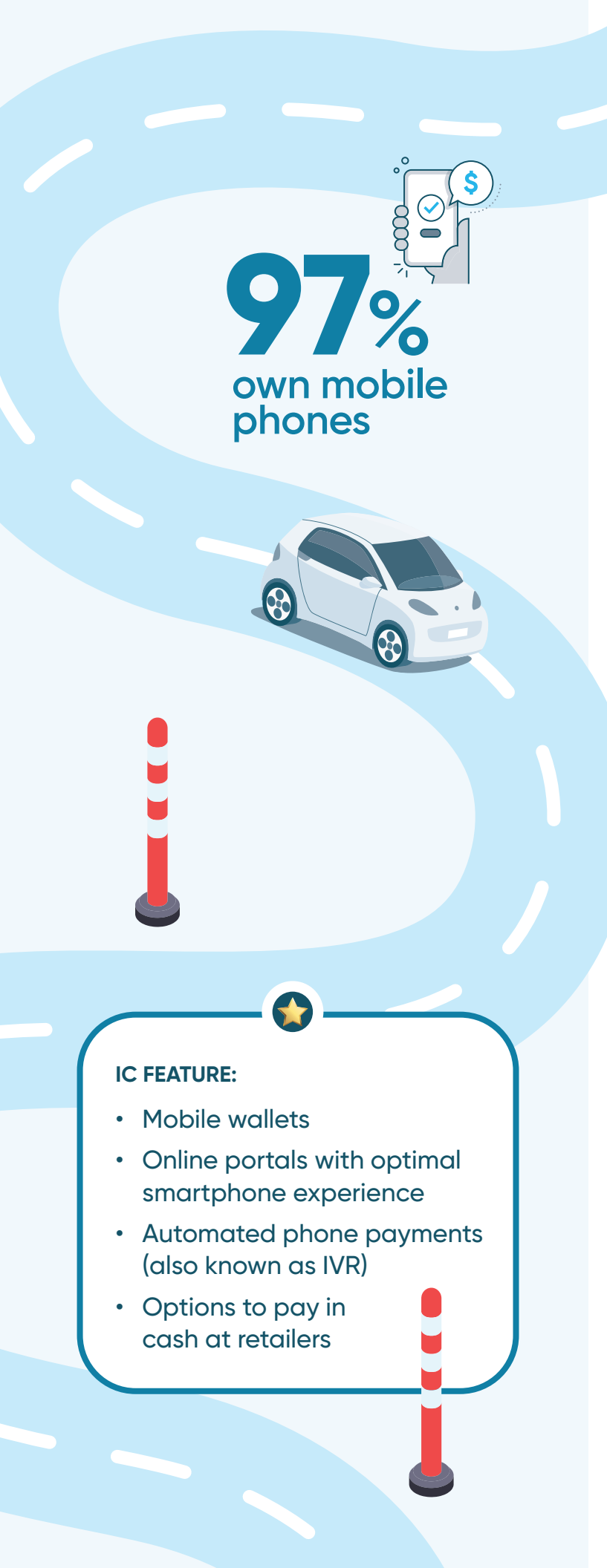
If customers aren't responding to traditional payment notifications, launch more personalized communications to encourage the desired actions. InvoiceCloud's Outbound Campaigns can remind payers of due payments and communicate other critical information. Leverage payer behavioral data to tailor communications and raise digital adoption without the need for high-cost manual outreach. These customized messages, tailored to an individual, are more impactful than standard payment reminders.



### IC FEATURE:

Outbound Campaigns leverages customer information to send targeted messages, enabling billers to send personalized payment reminders or other service communications via email, phone, or text.





**97%**  
own mobile  
phones

**IC FEATURE:**

- Mobile wallets
- Online portals with optimal smartphone experience
- Automated phone payments (also known as IVR)
- Options to pay in cash at retailers



## Customers Cannot Access Computers for Online Bill Payments

Using computers for bill payment is not an accessible option for all people. More than [14 million households](#) across the U.S. don't have internet and [research](#) has found that populations like non-English speakers and the unbanked have limited access to computers.



## Offer Mobile Payment Options to Compensate

The [PEW Research Center](#) found 97% of Americans have mobile phones, including the unbanked population. To cater to customers who prefer using a mobile device for bill payment, organizations should promote mobile wallets, use online portals configured for an optimal smartphone experience, and offer automated phone payments (also known as IVR) or options to pay in cash at retailers.



## Despite Notifications, Customers are Still Forgetting to Make Payments

If your organization is still not making headway with multiple notifications, it's worth encouraging customers to take a "set it and forget it" route that allows payments to be made regularly without the billpayer having to lift a finger.



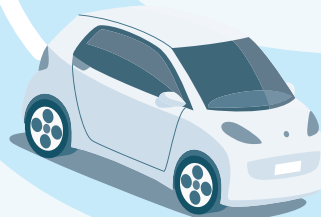
## Set Up Automatic or Scheduled Payments

Automatic or scheduled payment options ensure consistent payments that do not require customer intervention. To drive more customers to these payment-ensuring options, the InvoiceCloud platform is designed to motivate automatic payment (AutoPay) enrollment throughout the entire online experience. You can also enroll customers in scheduled payments on their behalf (with permission) and provide them the flexibility to easily change their monthly payment amount and source, depending on their monthly situation.



### IC FEATURE:

Drive AutoPay enrollment throughout the payment experience.





Check fraud  
increased  
**385%**  
nationwide\*



## Checks for Bill Payment are Late or Stolen in Mail

Traditional mail is not the most reliable option for sensitive communications, like bills or their corresponding payments. Besides the slow pace of this delivery method, the [U.S. Treasury](#) reports check fraud has increased nationwide by 385% since the pandemic.



## Educate on Fraud and Push for Digital Payments

To avoid the dangers of late or stolen payments by mail, it's important to educate customers on the risks of using checks for payment. Promote digital payment options in myriad ways, including on paper bills and envelopes, to encourage online adoption. [Research](#) shows those who prefer writing checks are largely open to using self-service payments like automated phone options (also known as IVR) and mobile wallets, but billers must actively promote these digital choices to successfully discourage check use.

\* Bureau of the Fiscal Service (2023). Enhanced fraud detection process using machine learning recovers \$375M in fiscal year 2023. <https://paymentintegrity.treasury.gov/paymentintegrity/custom/fraud-detection/>



## Customers Historically Lose Paper Bills

Receiving paper bills is not ideal for all customers, especially those who tend to lose physical invoices. While notifications can be helpful in this circumstance, paper reminders are just as likely to be misplaced as the bills that came before them.



## Encourage Paperless Billing Enrollment

For customers who are regularly delinquent due to misplaced paper statements, paperless billing delivers important information promptly and digitally. Reaching 100% paperless adoption is most billers' ideal state, as this initiative [saves costs](#), creates efficiencies for organizations, and encourages timely payments among this forgetful cohort. InvoiceCloud drives enrollment throughout the payment experience helping utilities reach paperless adoption rates as high as 77%.\*



\* Based on current, active InvoiceCloud customer payment and invoice data from July 2024 to July 2025.



### IC FEATURE:

Motivate paperless billing enrollment throughout the payment experience.





## Customers Find Paying Digitally Too Difficult

Ultimately, the best way to keep bill payments on time is driving customers to adopt your digital payment options. But if customers find online options too challenging to find, use, or enroll in, you can be certain they won't use them.



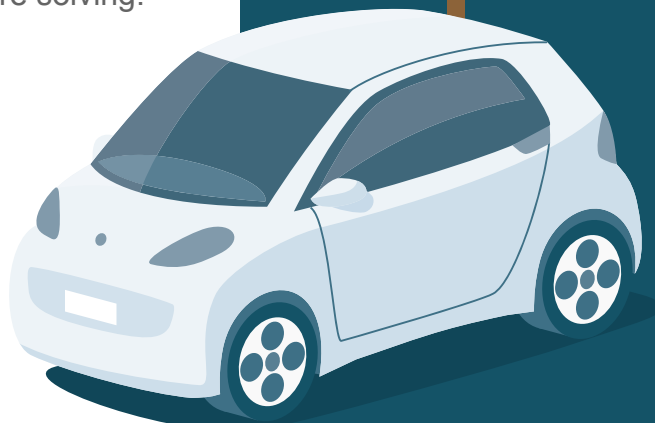
## Choose a Billing and Payment System Designed for Ease of Use

Online routes offer modern customers the flexibility and convenience they crave — but only if they're easy to find and use. If your billing and payment system isn't providing customers with quick, intuitive ways to pay, you're causing more roadblocks to payment than you're solving.

InvoiceCloud is the highest-adopting digital billing and payment platform, built to reduce cost-to-serve by engaging payers across channels and enabling effortless self-service.

Interested in learning more about how our industry-leading solution can help your organization reduce delinquencies?

**SCHEDULE SOME TIME  
TO TALK WITH OUR TEAM.**





InvoiceCloud provides trusted, secure  
e-payments and the highest adopting  
Electronic Bill Presentment and Payment solutions.

To learn more, visit  
[www.InvoiceCloud.com](http://www.InvoiceCloud.com)

