

# Why E-Billing is Set to Launch

## Mobile is Taking Off With Consumers



**95%** of the US population owns a mobile device<sup>1</sup>

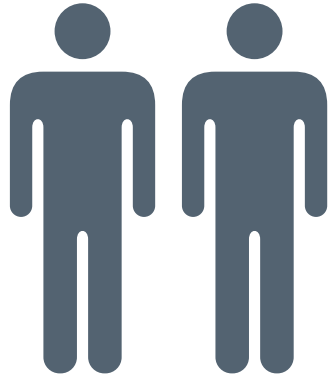
**77%** of those devices are considered smartphones<sup>1</sup>

**47%** percent of e-commerce transactions will be mobile by the end of 2018.<sup>2</sup>

## E-Billing Usage is Taking Flight

**33%** of US households pay at least one bill through a mobile device<sup>3</sup>

**20%** of utility customers are enrolled for e-billing and growing<sup>4</sup>



Usage of mobile e-billing by generation<sup>3</sup>

**60%** of Millennials

**42%** of GenXers

**18%** of Boomers

**10%** of Seniors

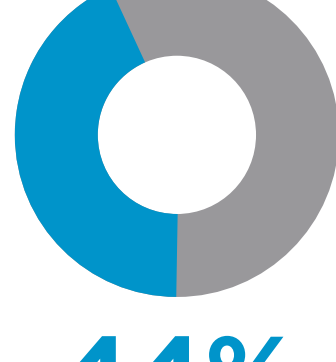
## Ease of Use and Speed Propelling E-Billing Forward

Why Consumers Say They Use E-Billing<sup>5</sup>



**47%**

Easy to do



**44%**

Convenient when I am on the go



**42%**

When I'm not near a computer



**41%**

Saves time



**40%**

Like the anytime access



**34%**

When I need to pay last minute

## Mobile Channel Use Skyrocketing



**1 in 4** visits to biller homepages are now from a mobile device<sup>6</sup>

On average, people check their phones **150 times per day** and spend 177 minutes using them<sup>6</sup>

**97%** of text messages are opened and read within three minutes<sup>6</sup>

## Benefits Are Out of This World for E-Billing

### 1. Increased On-Time Payments

**87%** of all e-billing payments are made prior to the due date<sup>7</sup>

### 2.Reduced Costs

On average, utilities save **\$0.45** per bill by moving customers to an e-bill<sup>5</sup>

### 3.Improved Customer Service

**64%** of consumers who pay bills via mobile say it increases their customer satisfaction<sup>6</sup>

#### References

1. Pew Research Center, 2017
2. Goldman Sachs Research, 2014
3. Fiserv Eighth Annual Billing Survey, 2016
4. Aite Group, How Americans Pay Their Bills: Sizing and Forecasting Bill Pay Channels and Methods, 2013
5. Chartwell, Billing Survey, 2016
6. Fiserv, Mobile Billing and Payment Trends, 2017
7. APEX, E-Billing Payment Study