



Follow the Color-Print Road

A splash of color can lead you to faster payments and fewer service calls

The Details Behind the Curtain



7.8

average number of bills a customer receives every month

20% of total customer satisfaction is linked to billing and payment factors

10% of issues prompting incoming calls to utilities were linked to bill design

Over the Rainbow

Firms get paid **30%** faster with color statements versus black and white

Brand recognition increases by **80%** when statements are printed in color

If You Only Had Some Color

When critical information is highlighted in color on a bill, **customers are more likely to:**



43%
pay on time



31%
pay the full amount due



54%
read documents

In the Merry Ol' Land of Customer Experience

76% of customers find that color helps them locate information more efficiently



36% of customers say using color to emphasize important information would improve their mail communications

18% of customers say using color to improve the look and feel of statements would improve their mail communications

There's No Place Like KUBRA

KUBRA has provided outsourced printing and mailing services since 1992

350 million mail pieces are produced by KUBRA annually

44% of KUBRA clients are printing in full color

KUBRA iMail™ helps businesses establish a more streamlined and cost-efficient printing and mailing program with optimized postal processing, tracking and monitoring tools, and full transparency from document composition to delivery.

