# COMBRE PRIME

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

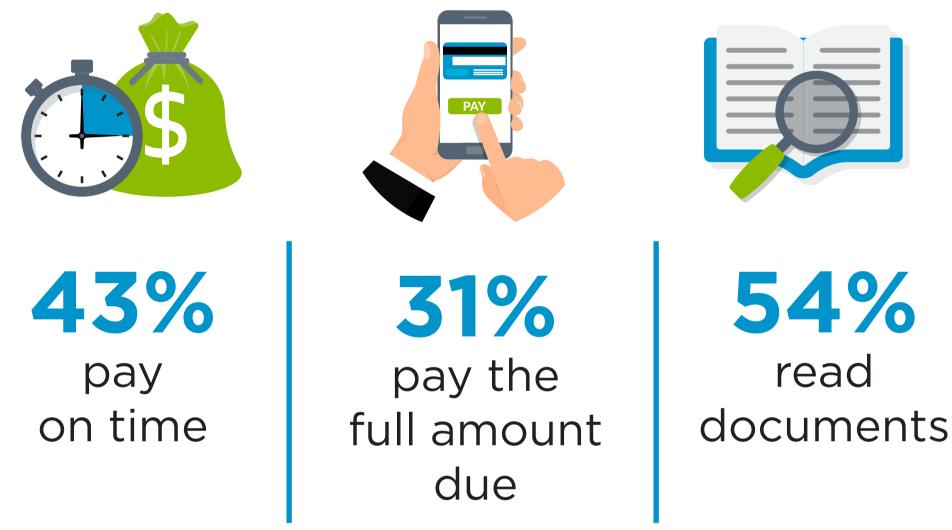
### **Over the Rainbow**

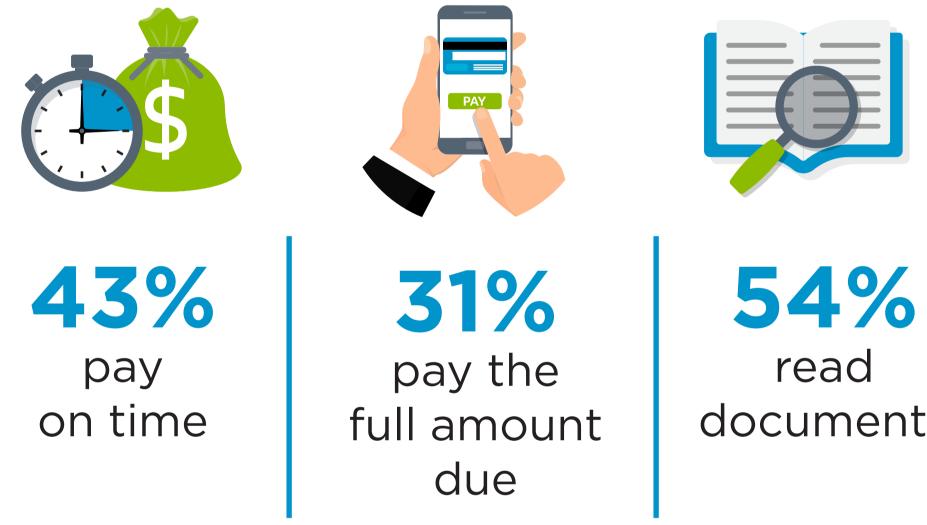
Firms get paid 30% faster with color statements versus black and white

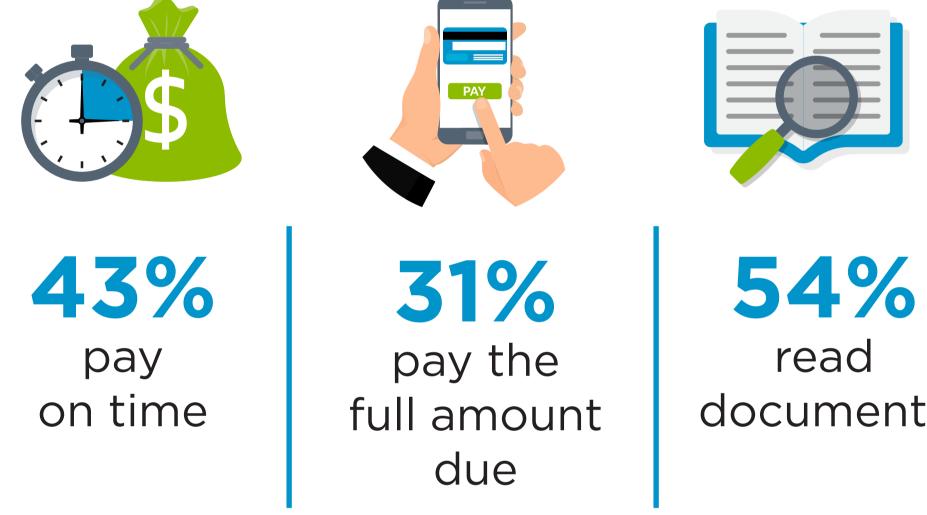
Brand recognition increases by 80% when statements are printed in color

#### If You Only Had **Some Color**

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







## 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**<sup>™</sup> 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.





Xerox. Make Color Your Strategic Advantage. Governor Business Solutions. Printing in Color is Better for Your Company. Hughes Xerographic. Hughes Office Equipment. The Surprising Benefits of Color Printing.