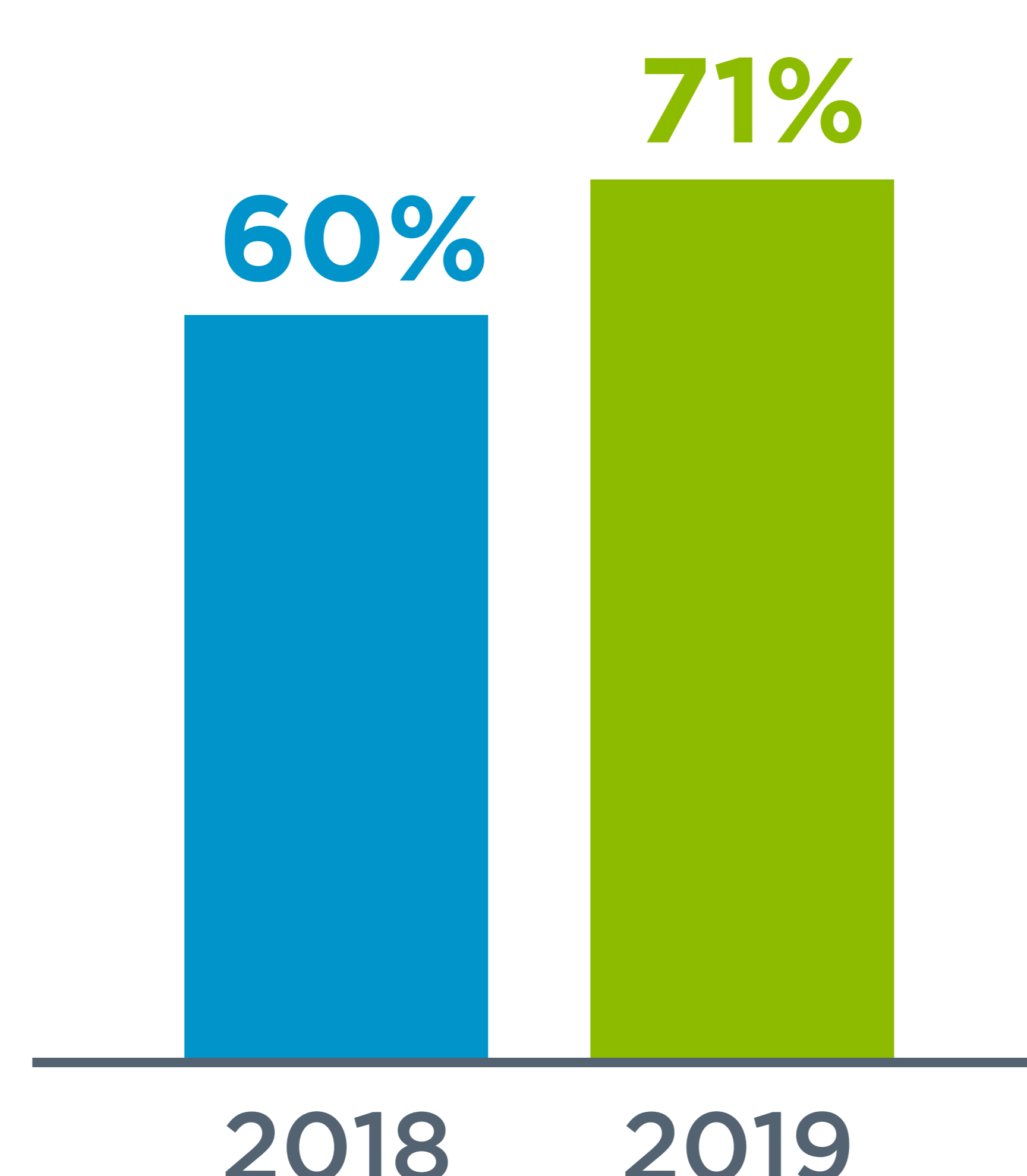
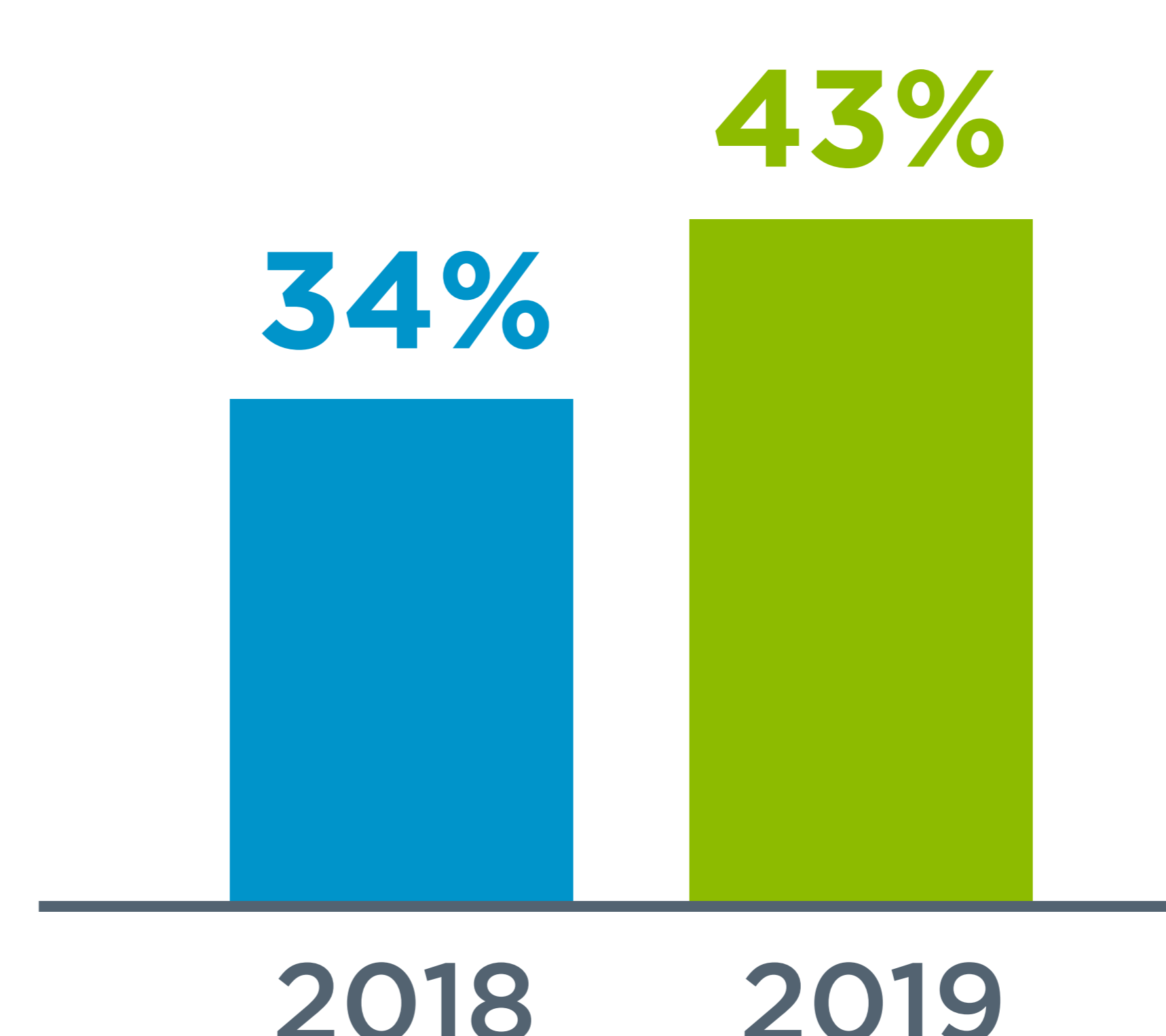


# E-Billing Adoption on the Rise

Paperless adoption headwinds are weakening as customer preferences continue to shift



Customers aware their power company offers a digital version of their bill



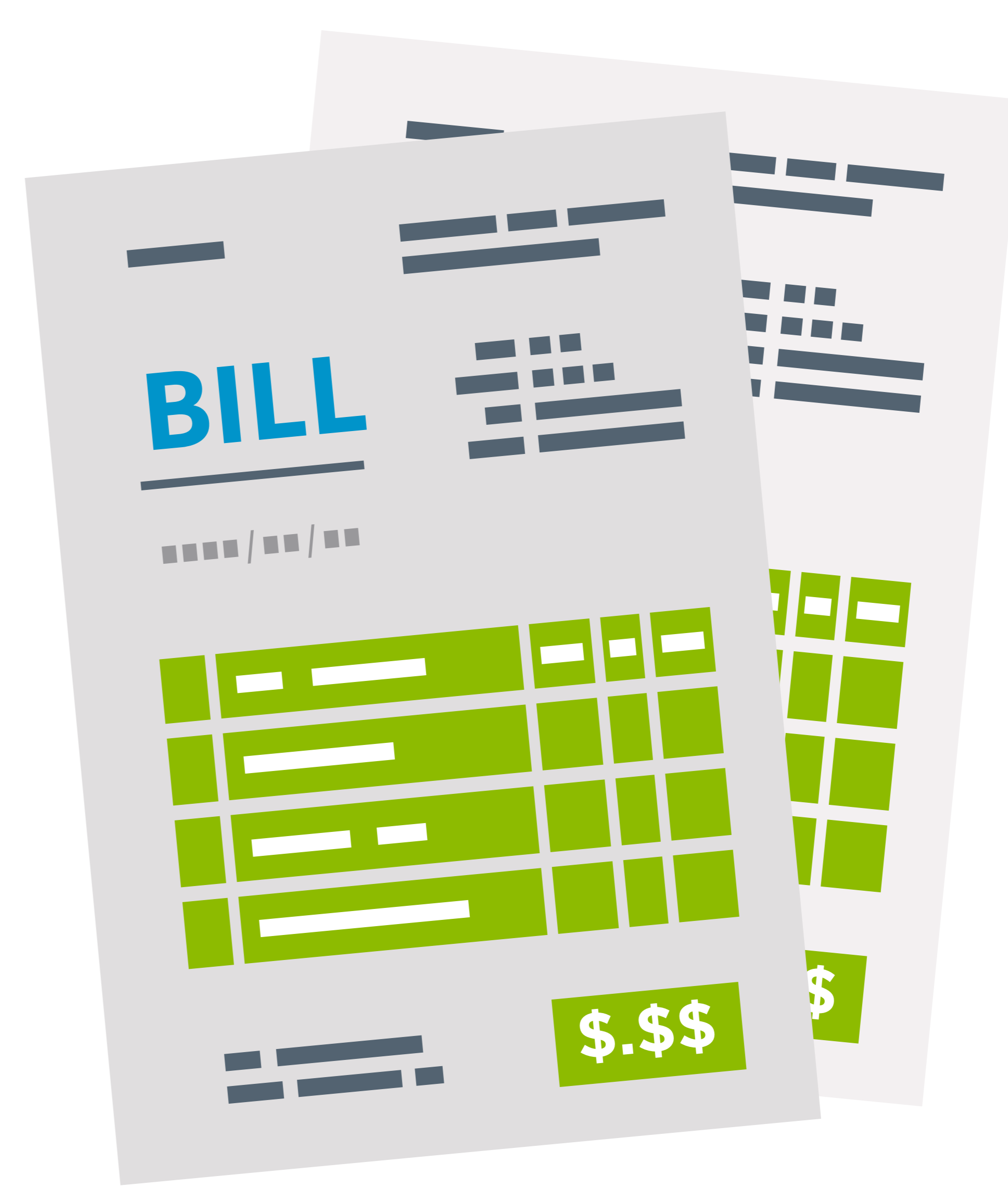
Customers who received their utility bill electronically

## Top 3 Reasons Why People Still Receive Paper Bills

**33%** think it's easier to review

**29%** find paper bills an effective reminder to pay

**21%** worry they'll miss paying digital bills



## Utilities Save Big by Moving to E-Bills

Total cost of issuing a paper bill

**\$0.62**

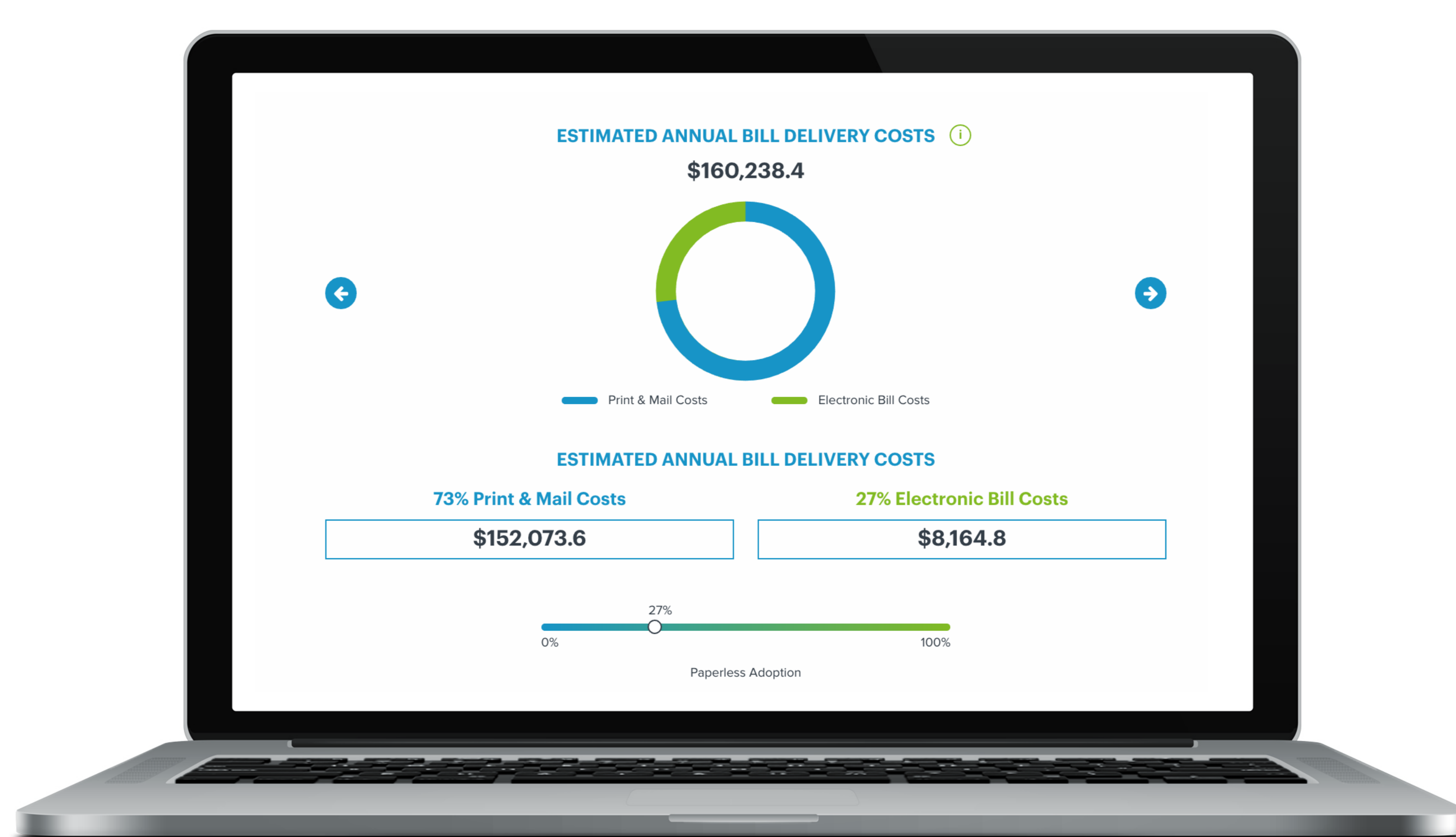
(per customer/per month including postage)



Total cost of issuing an e-bill

**\$0.09**

(per customer/per month)



Click here to calculate your cost savings using our new Paperless Adoption Savings Calculator



## Some Practices for Utilities to Boost E-Bill Adoption

- Set **e-bills as the default option** and paper bills as “opt-in” for new customers.
- Implement an **omni-channel** billing and payment strategy.
- Launch **CSR incentive campaigns**.
- Create integrated **cross-channel marketing** campaigns.
- **Educate and raise awareness** of e-billing advantages.



www.KUBRA.com

### Sources:

1. Consumer E-Bill Enrollment, Chartwell, 2019
2. Billing and Payment: Customer E-Bill Adoption Sees Strong Growth, Chartwell, 2020
3. KUBRA Utility Consumer Billing and Payments Report, KUBRA, 2020
4. Best Practice for Utilities to Boost E-Bill Adoption, Energy Central, 2014