



# Help Support your Customers During “Social Distancing” with KUBRA EZ-PAY®



During these uncertain times, we understand your top priority is customer safety. That means helping to ease their worry of making bill payments on time without leaving their home.

Your KUBRA EZ-PAY® On-Demand payment application is the solution to help ease your customers’ concerns. Here are suggestions to help guide your customers to this helpful and safe payment option.

## Make KUBRA EZ-PAY Easier to Access



- Optimize your **desktop and mobile website** homepage, menu, and FAQs with easily accessible links to KUBRA EZ-PAY.
- Include direct website links and QR codes to KUBRA EZ-PAY on your **printed bills**.
- Place links to KUBRA EZ-PAY in **email communications** or other notifications.

## Raise More Awareness of KUBRA EZ-PAY

- Publish an **online press release** to draw attention to the safe payment choice in KUBRA EZ-PAY.
- Share KUBRA EZ-PAY information across **social media platforms** and show your support for social distancing.
- Use **banner ads** on your e-billing sites with a link to KUBRA EZ-PAY to inform customers.



## Share More About KUBRA EZ-PAY Data Privacy

Alleviate security concerns of online payments with transparency. Let them know:



- Your payment data is **encrypted**, transforming private information into a non-readable form.
- Your payment data is **tokenized**, turning meaningful data into a random string of characters which has no meaningful value if breached.
- Your payment data is **highly protected**, adhering to the highest level of Payment Card Industry Data Security Standards (PCI DSS) protecting against network security threats and data breaches.

### We are all in this together.

Please contact your CSM if we can further assist you during this difficult time.



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