

CUSTOMERS (STILL) LIKE PAPER BILLS



MANY ARE NOT READY (OR ABLE) TO TRANSITION TO DIGITAL BILLS



42%

prefer to receive statements by mail

29%

receive bills in two or more channels

22%

receive bills in three or more channels

WHY DO CONSUMERS STICK WITH PAPER BILLS?



33%

"Find them easier to review"

28%

"Like the reminder to pay"

22%

"Worried they will miss paying a digital bill"

TOP THREE REASONS WHY CONSUMERS LIKE THEIR PAPER BILLS

66%

"It's easy to understand"

59%

"I know what I owe and when it's due"

52%

"I know what I am paying for"

BILLERS SHOULD CONSIDER THE FOLLOWING WHEN DESIGNING BILLS



Pay attention to what paper bills look like.



Make them easy to understand.



Educate customers on how best to read their bill.



Use full-color printing to grab attention and increase brand recognition.



Include only relevant and useful information (e.g. amount owed and due date).



Consider removing the Terms and Definitions.



Avoid using jargon.



ONSETS ARE EFFECTIVE BECAUSE CUSTOMERS READ THEIR BILLS

Onsets express similar information as inserts but are printed right on the bill

95%

of consumers open and look at their bills

79%

spend five minutes or less per month reviewing their bills

40%

discard paper inserts without reading them



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Companies using KUBRA iMail™ today

500 MILLION

pieces of mail delivered in 2020



Sources:
KUBRA Citizen Billing and Payment Report, 2021
KUBRA Consumer Billing and Payment Report, 2020
KUBRA Utility Bill Design Report, 2021