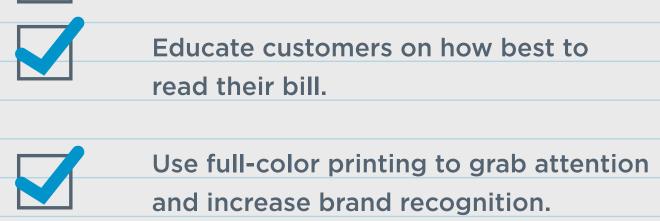




WHY CONSUMERS LIKE

THEIR PAPER BILLS





Include only relevant and useful

information (e.g. amount owed

Consider removing the Terms

and due date).

and Definitions.

Make them easy to understand.

Pay attention to what paper bills look like.



ONSERTS ARE EFFECTIVE

BECAUSE CUSTOMERS

READ THEIR BILLS

Onserts express similar information as

inserts but are printed right on the bill

79%

spend five minutes

or less per month

reviewing their bills

40

discard paper

inserts without

reading them

95%

of consumers

open and look

at their bills





pieces of mail

500 MILLION

iMail™ today

POST OFFICE

KUBRA Citizen Billing and Payment Report, 2021

KUBRA Utility Bill Design Report, 2021

KUBRA Consumer Billing and Payment Report, 2020

Sources: