

Best Practices for Boosting Paperless Adoption Rates



1. Start With Understanding the Benefits of E-Billing Adoption

Average cost by bill type:

paper

53¢



e-bill

8¢



Environmental impact:



eliminating solid waste



lowering greenhouse gas emissions



saving millions of trees annually

2. Roll Out Educational Programs to Address Aversion to Going Paperless

Run targeted campaigns and educational programs to overcome adoption obstacles.

Top Three Reasons Customers Are Stuck on Paper



33%

think paper is easier to review



29%

find paper bills an effective reminder to pay



21%

worry they'll miss paying digital bills

3. Offer an Omni-Channel E-Billing Solution

Customers like to receive statements and bills via different digital channels.

65%



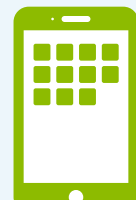
email

20%



online website

17%



mobile app

15%



text message

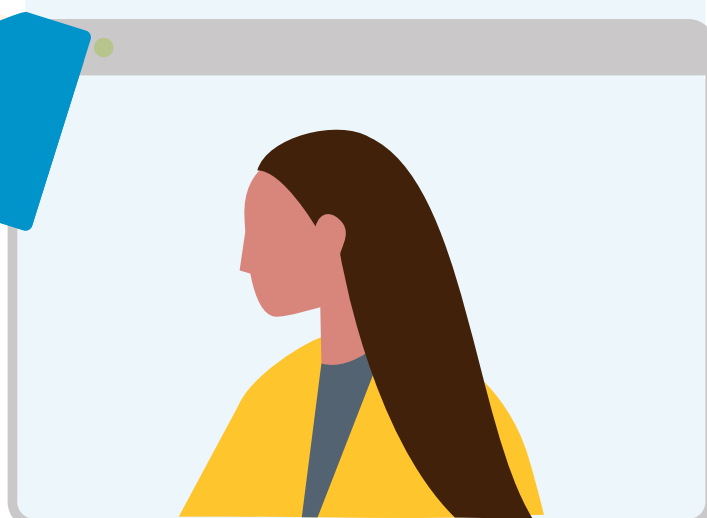
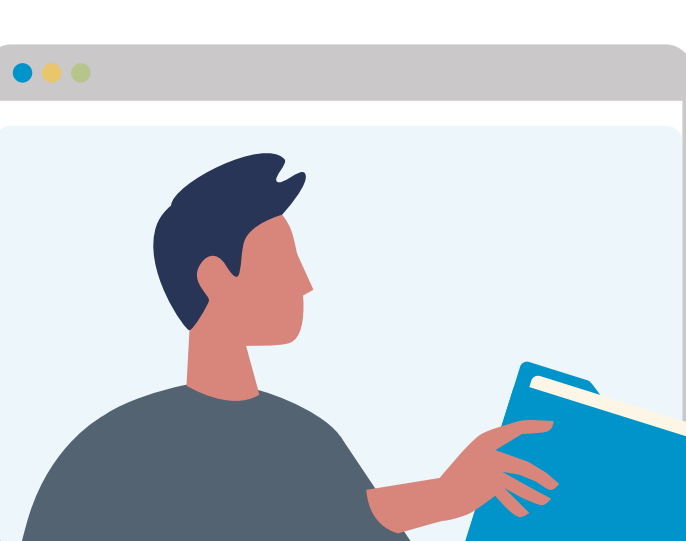
4. Auto-Enroll Customers in E-Billing

Let customers know they have been selected to enroll in e-billing.

57% of customers are ok with their utility moving them to paperless billing

25%

are neutral to the idea of being auto-enrolled for paperless billing



At this time, it's essential to frequently communicate with your customers about the benefits of e-billing.

Get Your E-Billing Adoption Rates Where You Want Them

Maximize your e-billing adoption by providing multiple e-bill delivery models and options for making one-time or enrolled payments with the [KUBRA iDoxs® Suite](#).



www.KUBRA.com

Sources:

- Chartwell, 2021 Billing Industry Benchmark Report.
- KUBRA Citizen Billing and Payment Report 2022.