

Improving Customer Experience in Bill Payment



Satisfaction Levels Leave Room for Improvement

Satisfaction with Payment Channels:

51%

Are Very Satisfied



Variety of Payment Methods:

52%

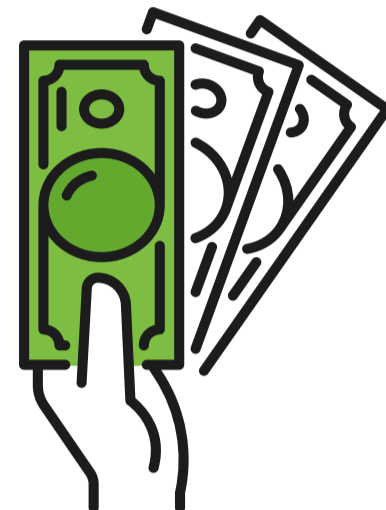
Are Very Satisfied



Ease of Payment Experience:

49%

Are Very Satisfied



More Focus Needed on Security

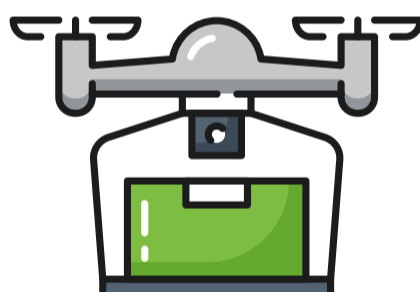
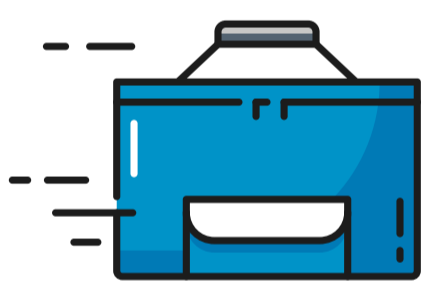


Top Factors Influencing Payment Choice

66%
view Security as a top factor

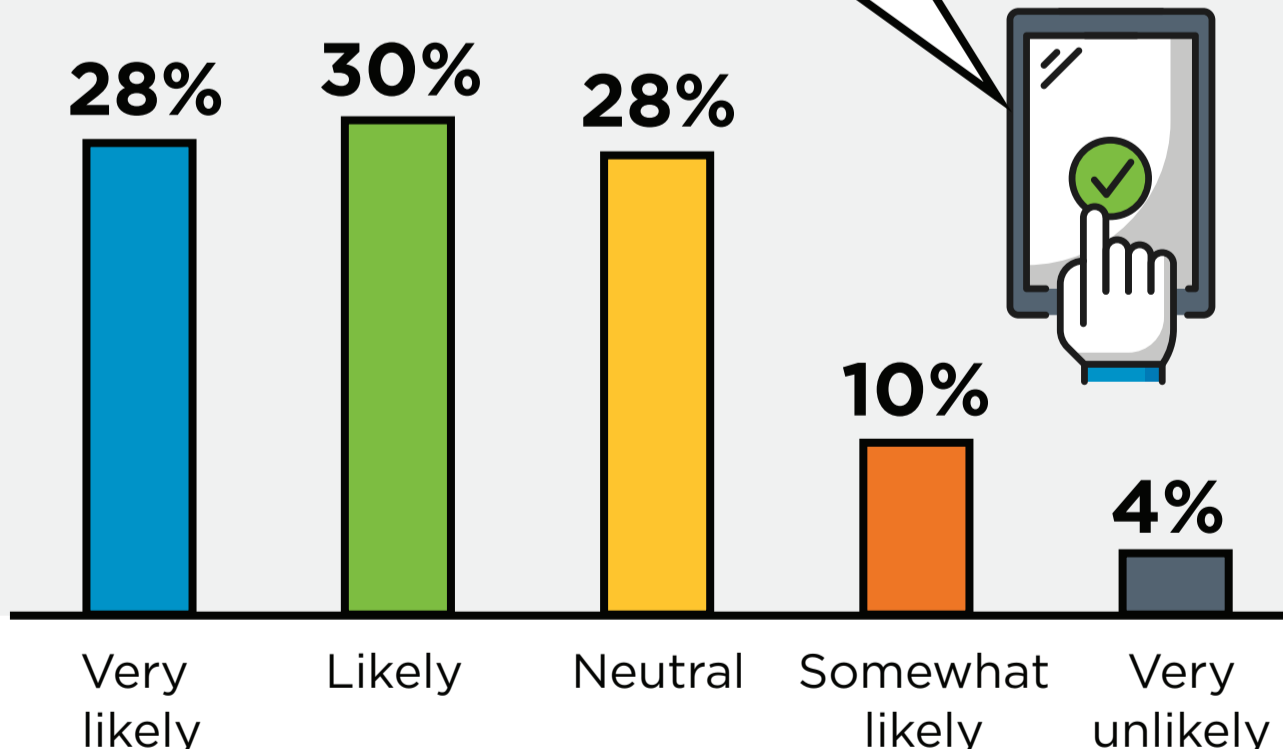
48%
see Convenience as a top factor

31%
consider Speed as a top factor



Customers Ready to Embrace New Payment Technology

How likely are you to adopt new payment methods for bill payments in the future?



Your customers want to be able to make last-minute, on-demand payments through channels that work for them. **KUBRA EZ-PAY®** enables this by offering options through digital, voice, or artificial intelligence (AI) channels such as online and mobile, automated IVR and call centers, and smart speakers and chatbots. It also allows customers to pay their bills using different payment methods, including digital wallets such as Apple Pay, Google Pay, PayPal, and Venmo.



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Source: KUBRA Emerging Payment Trends Research 2024.