

Solve the Puzzle of Personalized Billing and Payment Experiences

Personalizing the billing and payment experience is the missing piece to create the ideal customer journey. You can boost satisfaction, improve payment timeliness, and increase loyalty by tailoring each interaction to your customer's preferences and needs. With the growing demand for personalized experiences, it's time to unlock the power of personalization in every billing and payment touchpoint

81% of customers prefer companies that offer a personalized experience¹

71% of customers expect personalized interactions²

72% of customers expect businesses to recognize them as individuals²

Customers Crave Personalization In Every Interaction



"Pre-populate my payment details to save me time."

"Tell me about assistance programs I might be eligible for."

"Show me how my current usage compares to my past patterns."

"Let me set my own due date that aligns with my payday."



"Allow me to pay using my favorite digital wallet."

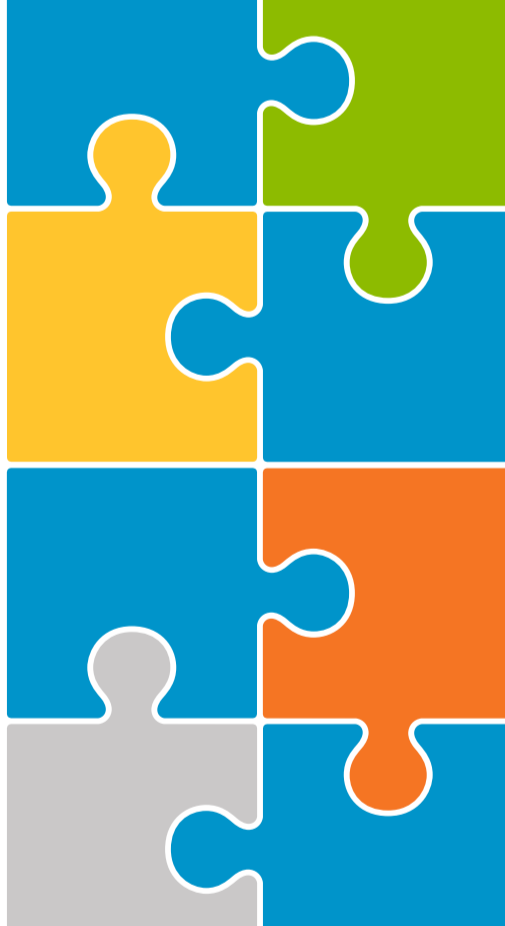
8 Pieces To Solve the Personalization Puzzle

Ensure data accuracy

Optimize communication channels

Implement dynamic content

Enable self-service personalization



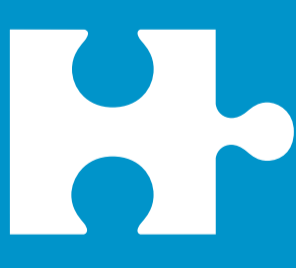
Segment customers strategically

Personalize payment options

Leverage predictive analytics

Continually test and optimize

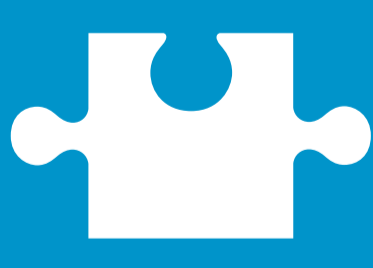
The ROI of Personalization



202% more conversions with personalized CTAs³



Companies that excel at personalization generate **40%** more revenue from those activities compared to average players²



Personalization can reduce customer acquisition costs by up to **50%**⁴

Customers increasingly expect tailored experiences, so now is the time to implement personalized billing and payment strategies. Don't leave a gap in your customer journey - unlock the full potential of personalization and piece together a winning solution!



www.KUBRA.com

Sources:

1. The State of Customer Service and CX: Achieving Customer Amazement, Shep Hyken 2024 ACA Study.
2. The value of getting personalization right—or wrong—is multiplying, McKinsey & Company, 2021.
3. 15 Call-to-Action Statistics You Need to Know About to Increase Your Conversion Rate, Hubspot, 2023.
4. 55+ Personalization Statistics & Facts for 2024, Sender, 2024.