

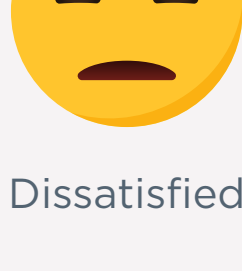
# Embarking on a Bill Redesign? Here's What You Should Know!

## Why Are Bill Redesigns Trending Among Utilities?

**75%**

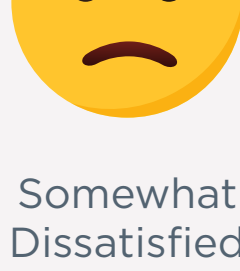
of consumers are less than satisfied with the information provided on their bills

**2%**



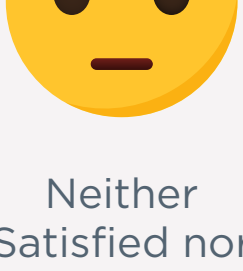
Dissatisfied

**6%**



Somewhat Dissatisfied

**25%**



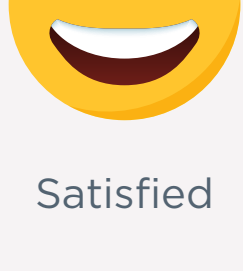
Neither Satisfied nor Dissatisfied

**42%**



Somewhat Satisfied

**25%**

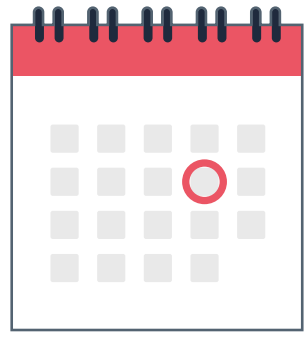


Satisfied

**66%**

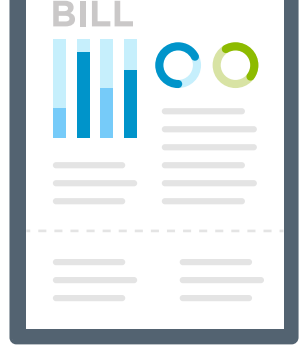
say a bill that is easy to understand contributes most to a POSITIVE bill experience

## What Do Customers Want?



**60%**

want their amount due and due date



**40%**

want charts and graphs that are easy to understand



**24%**

want usage comparisons

## The Influence of Color Bills

**76%** of consumers find that color helps locate information more efficiently

When color is used on a bill compared to black and white...

**43%**

are more likely to pay on time

COLOR #00001

**31%**

are more likely to pay the full amount

COLOR #00002

Utilities get paid **30%** faster

COLOR #00003

Ads in color are read up to **42%** more often

Color can improve:

Comprehension by **73%**

COLOR #00004

Learning by **55-68%**

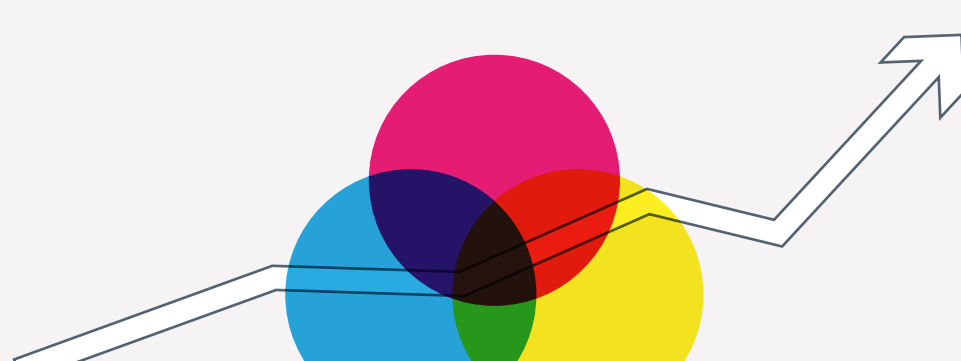
COLOR #00005

Reading by **40%**

COLOR #00006

Utilities Are Exploring More Color

**41%** growth in 3+ colors on a bill since 2018



## The Importance of a Simplified Bill

**79%** of consumers spend **<5 minutes** reviewing their bill

reviewing their bill

Time spent reviewing your bill each month

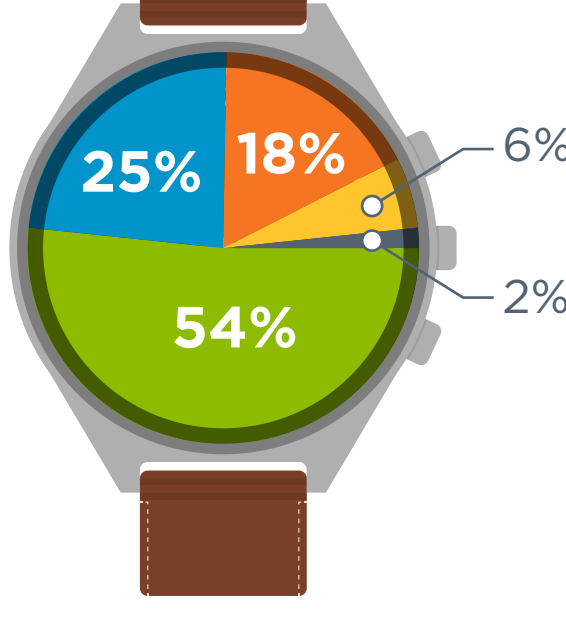
**<1 min.**

**1-5 min.**

**5-10 min.**

**10+ min.**

**N/A - I don't read my bill**



## Don't Give Consumers a Reason To Call

**61%** call their utility first if they have a bill question

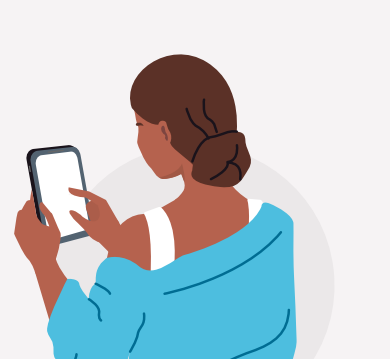
**66%** want to understand bill increases

**50%** want to understand amount due or fees

**26%** want to learn about different plan options



Leverage usage breakdowns and comparison charts



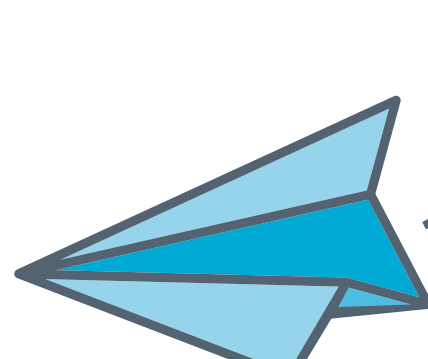
Highlight key line items and show consumption



Make this available online and leverage QR codes

## Which Bill Items Should Stay and Which Should Go?

Your customers have spoken:



**Least Valued Bill Items**

**46%** Term Definitions

**40%** Ways to Pay

**21%** Contact Information

**20%** Meter Reading Details



**Most Valued Bill Items**

**80%** Amount Due

**61%** Due Date

**51%** Usage Information

**22%** Billing Breakdown

To learn more about KUBRA's Document Redesign Services, visit [www.KUBRA.com](http://www.KUBRA.com). Let us show you how we can elevate your bill and boost customer satisfaction.



Sources:

• [KUBRA Utility Bill Redesign Report](#), WebFX, Chartwell.