



AcceptEmail



Customer Centricity in billing
An update on the latest trends





Shopping...



... is "Fun"!!

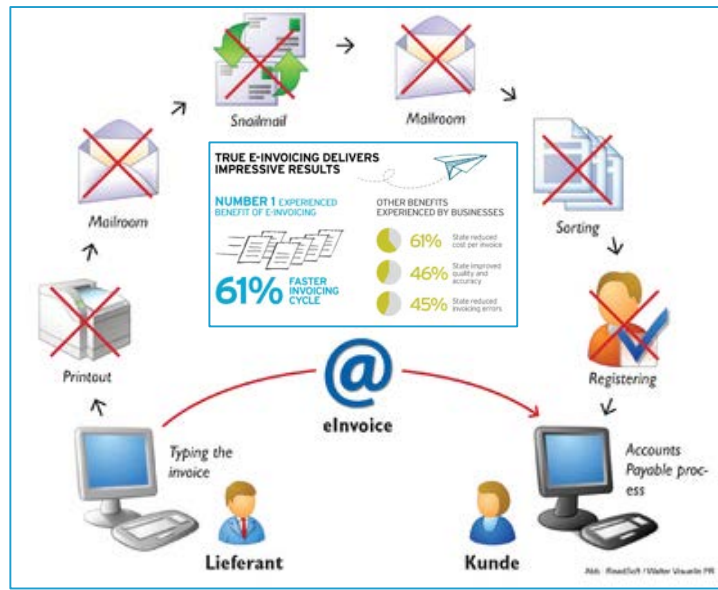




... Billing sucks...



	Electronic Invoice	emailed Image	Scanned Paper	Paper
Cost				
Environmental Impact				
Data Accuracy				
Processing Efficiency				



Invoice Issuer	Printing & Mailing	Payment Remainder	Remittance and Cash Mgmt.	Archiving
Paper	\$5.00	\$0.64	\$5.77	\$2.82
Electronic	\$0	\$0.51	\$3.85	\$1.03

Invoice Recipient	Receive	Codify	Validate and Match	Dispute Mgmt.	Payment	Archiving
Paper	\$1.41	\$3.85	\$5.13	\$3.31	\$6.15	\$2.82
Electronic	\$0	\$0	\$1.41	\$2.56	\$2.56	\$1.03

Source: Billentis, 2013

Main Driver = Cost Savings

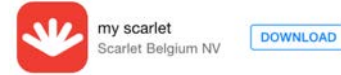
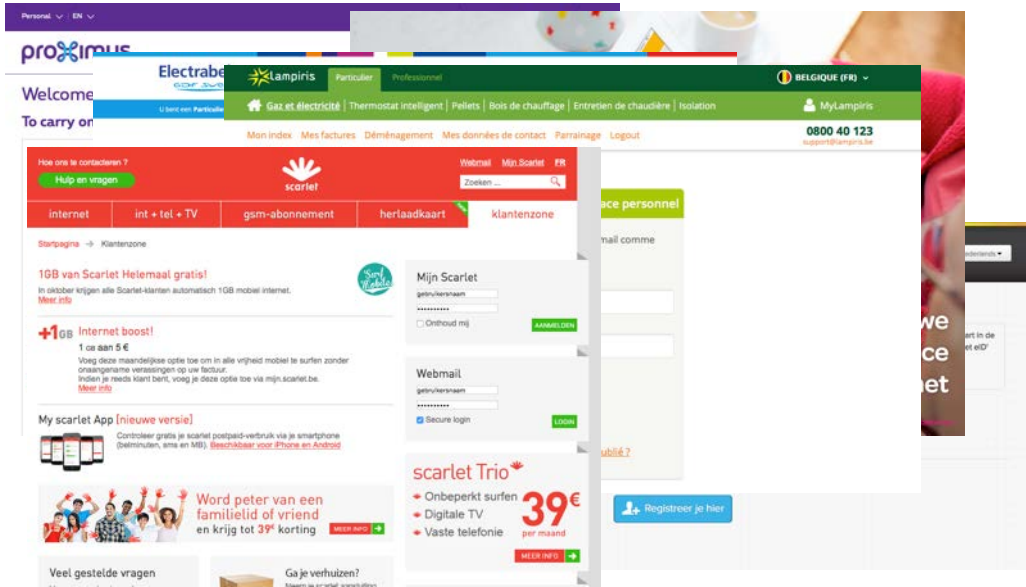
But respecting compliance





Come to "my" portal

Use "my" app





Password reset hassle

Paswoord of Login vergeten

Met behulp van het door u opgegeven e-mailadres aanmaken.

- Ik ben mijn paswoord vergeten
- Ik ben mijn login vergeten

E-mail

- > Gebruik het e-mailadres waarmee u bekend bent in ons systeem.
- > Uw login staat ook op uw factuur.

- Andere toegangsproblemen

Volgende

Forgot your password?

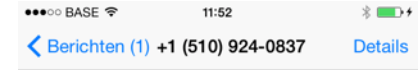
Enter your username below. Within a few minutes, you will receive an e-mail containing instructions to set a new password.



username

cancel

Continue



Bericht
Gisteren 09:48

Je beveiligingscode is
107350. Veel plezier met

Mot de passe oublié ?

Veillez entrer votre adresse e-mail.

email adresse

OK

Stuur

PasswordResearch.com

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[Research](#)

Average minimum number of passwords per person

Study: [NorSIS Password Survey 2012](#)

Date: 2012

Total average minimum number of private passwords = 17
Total average minimum number of work passwords = 8.5

Encourage your users to follow

- Always use strong passwords. For more information, see [Strong Passwords](#).
- If passwords must be written down on a piece of paper, use a lockbox.
- Never share passwords with anyone.
- Use different passwords for all user accounts.
- Change passwords immediately if they may have been compromised.
- Be careful about where passwords are saved. For example, avoid saving connections, present an option to save or delete connections.

Define password policy so that

- Define the **Enforce password history** policy setting so that several previous passwords are remembered. With this policy setting, users cannot use the same password when their password expires.
- Define the **Maximum password age** policy setting. This policy setting specifies the number of days that a password is valid. With this policy setting, if an administrator changes a user's password, the user must wait the specified number of days before changing the password again.
- Define the **Minimum password age** policy setting. This policy setting specifies the number of days that a password must be in use before it can be changed. This policy setting works in combination with the Maximum password age policy setting. Users must wait the specified number of days before changing the password again.
- Define a **Minimum password length** policy setting. This policy setting specifies the minimum number of characters that a password must contain. Users must create passwords that are at least the specified number of characters long.
- Enable the **Password must meet complexity requirements** policy setting. This policy setting specifies the requirements that a password must meet to be considered strong. For more information about the requirements, see [Password Complexity Requirements](#).
- For information about how to apply or modify password policy settings, see [Password Policy](#).

Average person 'uses 10 online passwords a day'

The average person needs to remember 10 individual PINs or passwords a day, according to research.

naked security

Award-winning computer security news from **SOPHOS**

[malware](#) [mac](#) [facebook](#) [android](#) [vulnerability](#) [data loss](#) [privacy](#) [more...](#)

◀ [Facebook's new Safety Check lets you...](#)

[Apple kills the POODLE - also fixes ...](#) ▶

Average person has 19 passwords - but 1 in 3 don't make them strong enough



Online fraud: too many accounts, too few passwords

By Anurag Tagat July 18, 2012 Internet

Threefold increase in fraud compared to 2010

No wonder hackers have it easy: Most of us now have 26 different online accounts - but only five passwords

- Rise in e-shopping and banking sites forces net users to reuse passwords
- Easy prey for hackers who want access to banking accounts
- Fraudsters traded 12 million pieces of info in UK



... Billing sucks...

... But it doesn't have to!



I don't like to pay bills...

... I know I have to...

That is no reason to make it a
burden



Make it easy...

Make it fast...

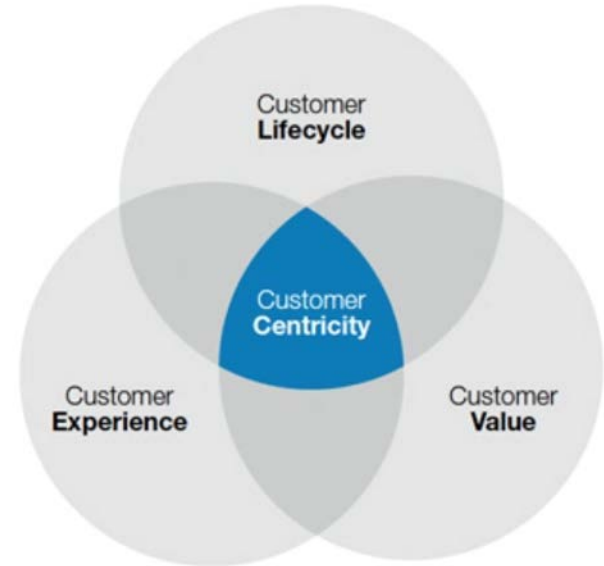
Because I've got
better things to do...



Customer Centricity

Customer centricity, a definition

- Putting the Customer at the centre of
 - Long term corporate vision
 - Corporate processes
 - Communication
 - Channels
- 3 Dimensions
 - Experience
 - Value
 - Lifecycle



Source:
<http://www.marketingfacts.nl/berichten/customer-centricity-nog-in-de-kinderschoeenen-whitepaper>

3 I's to increase the Customer Centricity

- Customer **Insight** = Better
 - Understanding of Customer and their Behaviour
 - Segmenting
 - Identifying preferences for actions, products and channels
- Customer **Interaction**
 - The right action, promotion, ...
 - At the right time
 - Over the right channel
- **Improvement** =
 - Measuring
 - Interpreting/learning
 - Constantly improving



A woman with dark hair pulled back, wearing a multi-colored plaid button-down shirt, is looking directly at the camera with a thoughtful expression. Her right hand is raised to her mouth, with her fingers resting against her lips. The background is a dark, textured wall.

Oops... Am I in the wrong room?

Is this a Sales & Marketing
Course?

SMART BILLING SOLUTIONS

WWW.ACCEPTEMAIL.COM



Customer Centricity in billing and collections

Marketing & Sales

- Relatively impersonal/Indirect interactions (reviews, hearsay, ad-campaigns)
- Except the sale itself, but # interactions is finite, potentially even “just 1”

After Sale & Billing/Collections

- Very personal, known
 - Products
 - Behaviour and preferences
- Monthly interactions
 - Even more if things go wrong
- Most interactions are about €€€!

Do not underestimate importance of Customer Centricity



89% of consumers began doing business with a competitor following a poor customer experience.

Source: RightNow: Customer Experience Impact Report 2011

95% of dissatisfied customers tell others about their bad experience.

Source: Dimensional research

Billing and payment factors can account for 20% or more of total customer satisfaction scores.

Source: J.D. Power – Customer Impact Report

Customers who encounter positive social customer care experiences are nearly 3 times more likely to recommend a brand.

Source: <https://hbr.org/2012/12/turn-customer-care-into-social/>

74% of consumers have spent more due to good customer service.

Source: American Express – 2014 Global Customer Service Barometer

It takes 12 positive customer experiences to make up for one negative experience.

Source: Parature – The Financial Impact of Customer Service



How to increase Customer Centricity in Billing and Collections?



Make it easy...

Make it fast...

Because I've got
better things to do...



Increase Customer Centricity

Internal
Efforts

Pushing the
Right Buttons

Technology
Evolutions

New Payment
Technologies

Specialist
Solutions





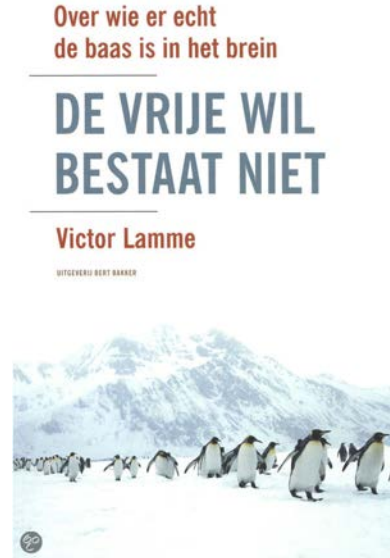
Pushing the right Buttons

Pushing the Right Buttons



Pushing the right buttons

- **REASON + AWARENESS** have no impact on our decision making process
 - We are too emotional to make true rational decisions
 - What we say we will do doesn't predict what we'll actually do
 - We have no conscious access to the neural processes that lead to decision making





Pushing the right buttons

70% of buying decisions is determined by a balance between 2 small brain structures, registering specific **EMOTIONS**

- **Accumbens: Desire, greed**
Stimulate primary needs: food, sex, praise, money, status, luxury, honor
- **Insula: Pain, Loss**
Paying corresponds with a “loss” and therefore “hurts”



How to increase the desire, greed

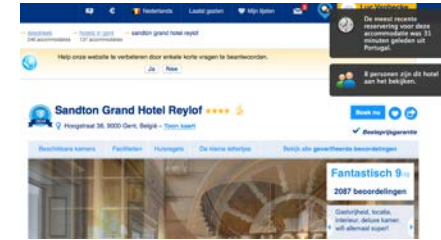
Rewards



Mirroring



Social



Associations



Fear Of Missing Out - FOMO





How to decrease the pain, loss

Make the payment as transparent/easy as possible.

Don't associate the payment with money

- Delayed payments/subscriptions
- Package deals
- Indirect or delayed payments (Paypal, Credit card, ...)
- Less physical payments (direct debit, online, debit card, casino chips, electronic money, credits, ...)



iCloud



U B E R



Messenger





New Payment Technologies

Market Trends in Payments



Competition
Customer Behaviour
Technology / Fintech
Regulation

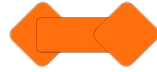


Evolutions in payment technology



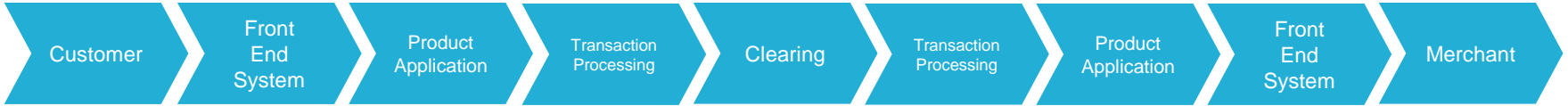
- Real Time payments
- Access to the account – Bank API's
- Fintech
- SEPA e-mandates
- Mobile Payments
- Blockchain & Cryptocurrencies

Classic Payment Model





Payment journey





Real-time payments



What's in it for me?

- Ubiquitous
- Cheaper than card payments
- Convenience for customer
- Convenience for merchant
- Enhanced risk management





Fintech





Lending

Personal Finance

Payments

Retail Investments

FinTech

248 Companies
\$3.4B Funding

See the updated scan and more:
venturescanner.com/scans/financial-technology

Institutional Investments

Equity Financing

Remittances

Consumer Banking

Financial Research

Banking Infrastructure



What is in it for me?

- Customer Centric solutions
 - Convenience
- Customer behaviour analysis
 - Predictions
 - Risk Management
 - Loyalty
- Removing the pain, loss



U B E R

stripe





Access to the Account





Select your bank

Select your country and with the help of the bank's sort code, choose the bank that will carry out the transfer.



Prepare the transfer

You will be asked for a confirmation code. Each confirmation code can be used only once and for your security cannot be entered a second time.



Login

Now you're in the login section of our secure payment form. Log in with your own online banking login details. The information will be sent to your bank in an encrypted form.

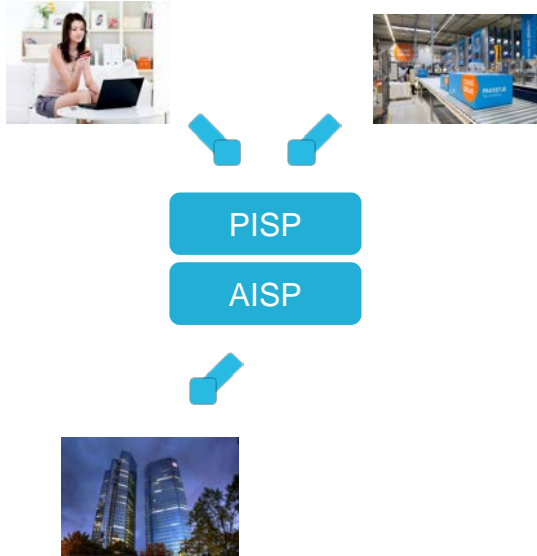


Summary

You will now receive a summary of your SOFORT Überweisung transfer or an order confirmation from the online shop. This gives you all information about your purchase in one place.



Access to the Account (XS2A)



- PSD 1 → PSD2 (Payment Services Directive)
 - Art 58 – Payment Initiation Services
 - Art 59 – Account Information Services
- Banks will have to grant external parties access to the bank account: TPP
- API based service layer
- Will further increase Fintech boom
- Authentication is key!

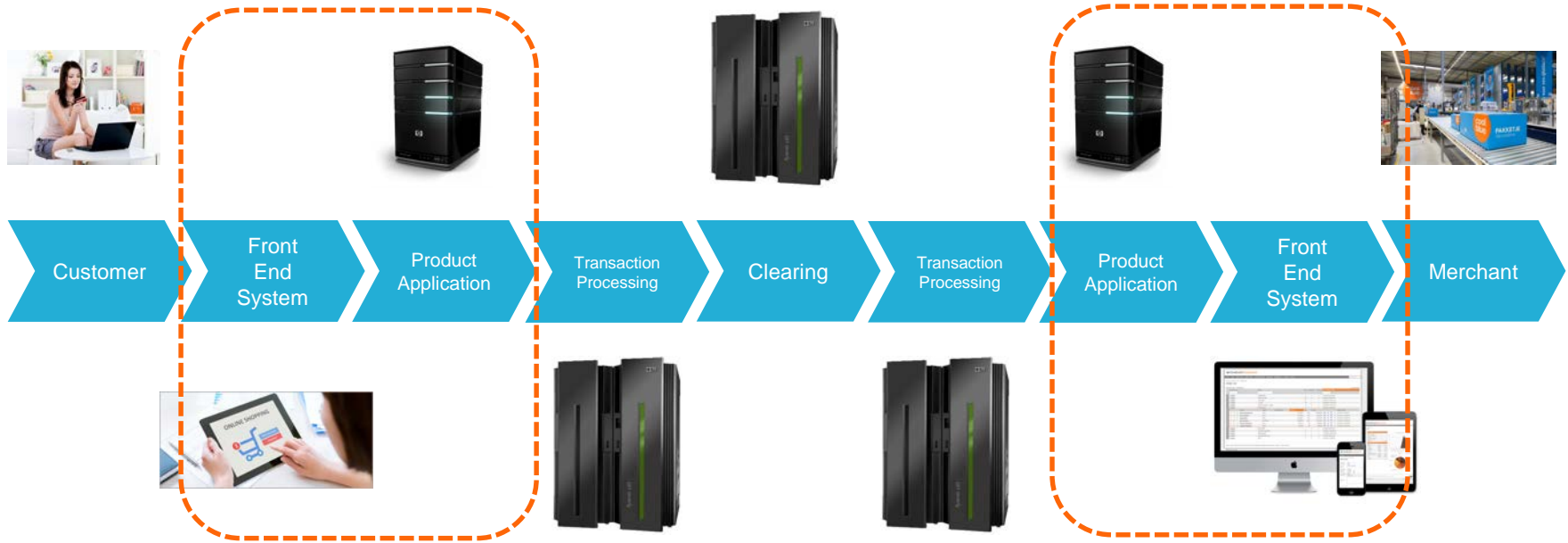


What is in it for me?

- Less dependency on existing (expensive) payment schemes (like cards, Paypal, ...)
- More insight in credit risk (payment account information available)
- Redefine relationship with PSP's → TPP's
- Removing the pain, loss
 - Reduce friction
 - Higher customer intimacy, better customer experience



SEPA e-mandates



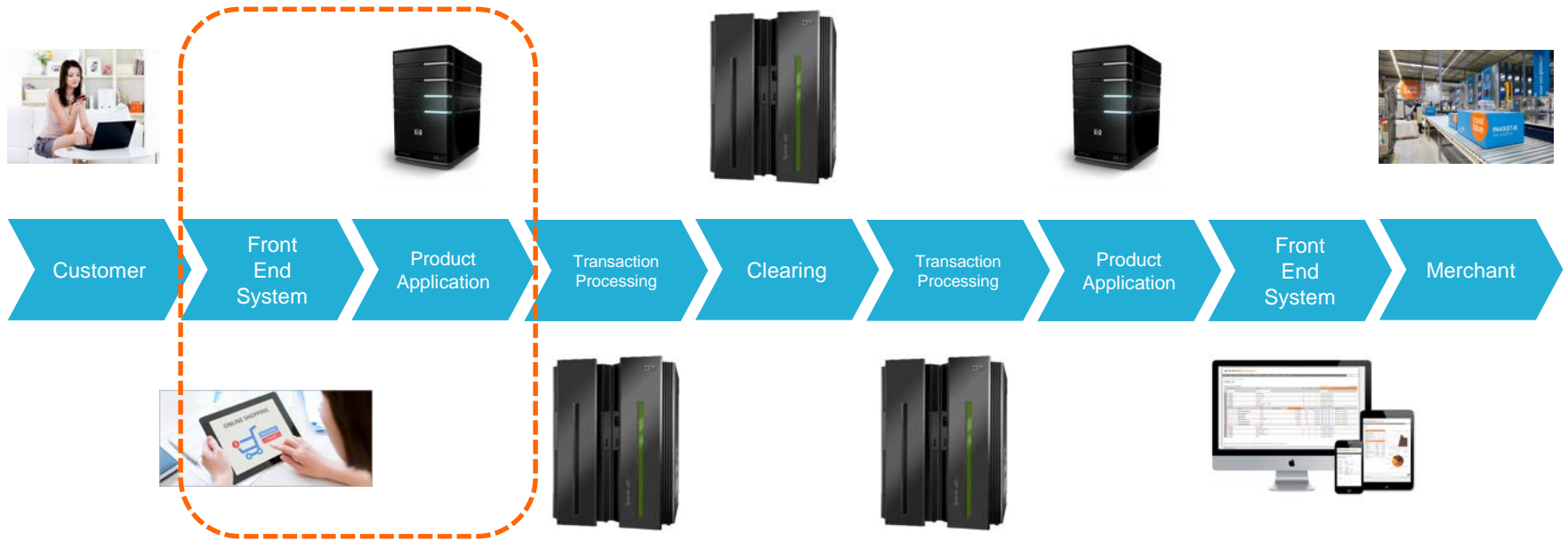
What is in it for me?

- All advantages of Direct Debits
 - Affordable payment method
 - Recurring payments
 - Variable amounts
 - Variable dates
 - Cash forecasting
- Without the hassle of paper





Mobile Payments





- 16 Belgian banks
- 15 million cards
- B2C and P2P
- Websites or mobile sites
- 3D Secure payment guarantee
- Ease of use





Maestro Utility Payment Provider (MUPP)





Blockchain & Cryptocurrencies





<https://youtu.be/YIVAluSL9SU>



AcceptEmail

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Improving Customer Centricity

Interaction

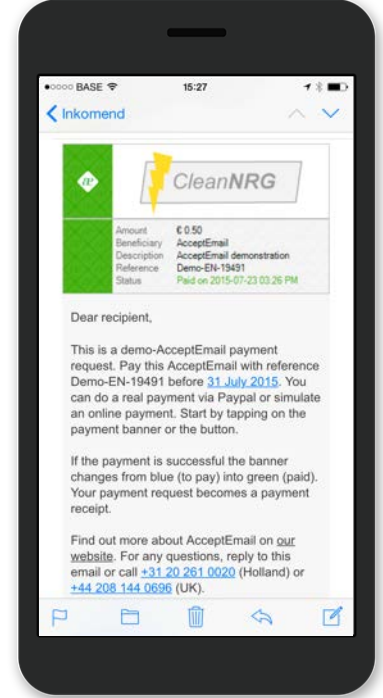
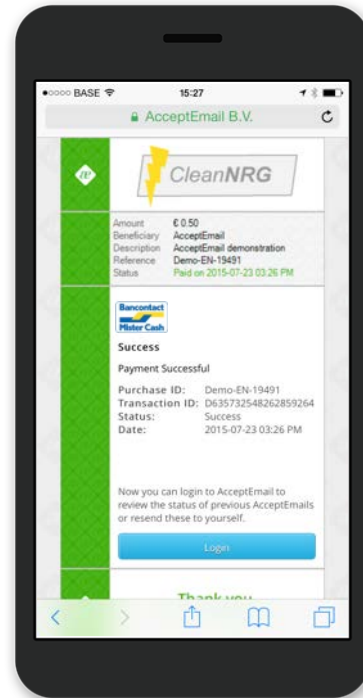
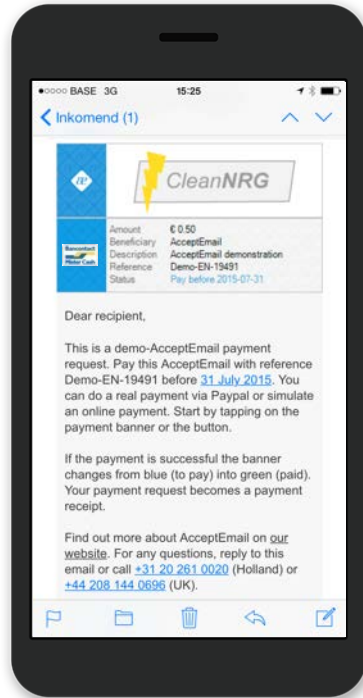
Insight

Improvement



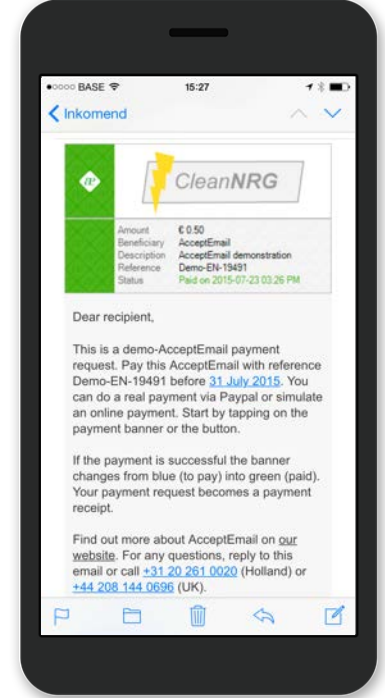
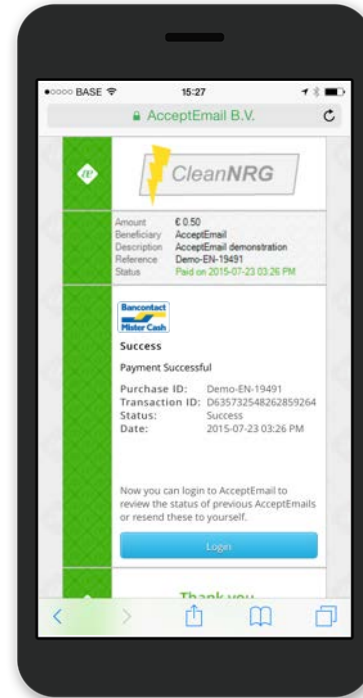
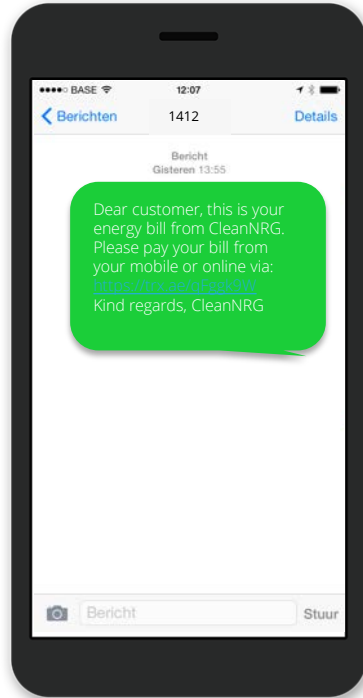
email | mobile | QR | social

Paying bills the easy way. Simple and secure.





Start bill payment from text message





Make static bills dynamic with Smartpix

			Amount Beneficiary Description Reference Status	€ 100.00 CleanNRG Sample Description 84f22ee7-2502-4cad Pay before 18-09-2015
			Amount Beneficiary Description Reference Status	€ 100.00 CleanNRG Sample Description e21e969d-fe16-45f3 Pay within 29 days
			Amount Beneficiary Description Reference Status	€ 100.00 CleanNRG Sample Description 9402fcc-19ed-496d Paid on 19-08-2015 11:48
			Amount Beneficiary Description Reference Status	€ 100.00 CleanNRG Sample Description 6720ef05-9c2f-4bdc Expired 14-08-2015
			Amount Beneficiary Description Reference Status	€ 100.00 CleanNRG Sample Description a2310935-4585-402d Canceled on 19-08-2015

To be Paid
Due in x days
Paid
Past Due
Canceled



One tool for all steps of the collection process

Notification

- Initial Bill
- Multiple bills
- Preminder
- Mandate Request

Payment

- Credit Transfer (manual, e-banking, Zoomit, ...)
- Direct Debit

Reminder

- Reminder
- Bounced Direct Debits

Debt Collection

- 2nd reminder
- Payment Plan
- Promise-to-Pays



Improving Customer Centricity

Interaction

Insight

Improvement



View the reports of your batches

The screenshot shows the 'Batches' management interface in the AcceptEmails system. At the top, there are navigation tabs for 'AcceptEmails', 'Messaging', 'Reports', 'Templates', and 'Account'. Below the navigation is a search bar with the text 'Zoeken' and a magnifying glass icon. The main content area features a date range selector set to 'From 2014-03-06 To 2014-03-20' with a calendar icon and a dropdown menu for '-- Custom Range --'. There is an 'Update' button and a 'New' button.

Name	Creation Date	Invoices	Status
MyNRG_Batch6	13-Mar-2014 16:59	138	Active

Below the table, a detailed view for 'MyNRG_Batch6' is shown. It includes a 'Batch ID' (6523feb4-a936-4883-981b-2d424f97c9df), 'Product' (Invoicing), 'Records' (138), and 'AcceptEmail Template' (Invoice MyNRG). It also shows 'Status' (Active), 'Import Status' (-), and 'Last Mailing Date' (13-Mar-2014 17:04) with a 'Send' link. A progress bar at the bottom of the detailed view shows the following distribution: Open 63 (46%), Countdown 17 (12%), Paid 50 (38%), Expired 3 (2%), and Canceled 5 (4%).

Below the detailed view, there are several action links: 'View All Records', 'View Reports', 'Export XML', 'Export CSV', 'Send', and 'Send Sms'. At the bottom of the interface, there is a pagination control showing '1' of 1 page.



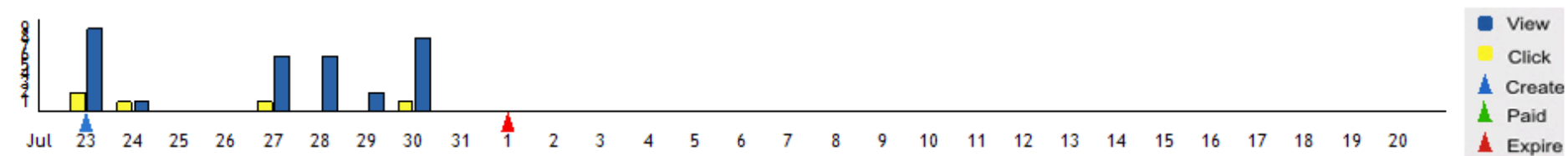
Transaction life cycle



Amount	€ 65.00
Beneficiary	CleanNRG
Description	Reminder Invoice Telco Services
Reference	20150723FAC01EN
Status	Pay before 2015-08-01

[Preview email](#)

Graph





Improving Customer Centricity

Interaction

Insight

Improvement



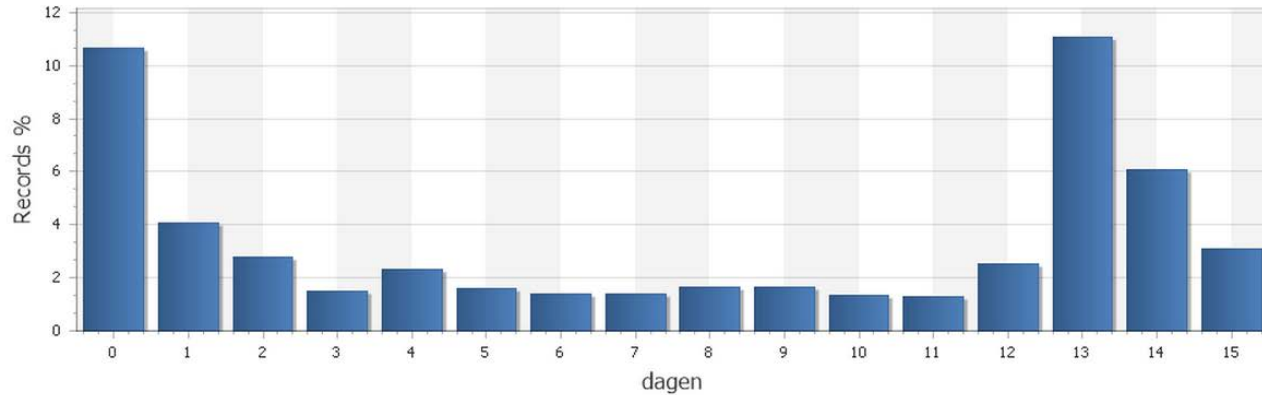
Aggregated payment results

Analyse

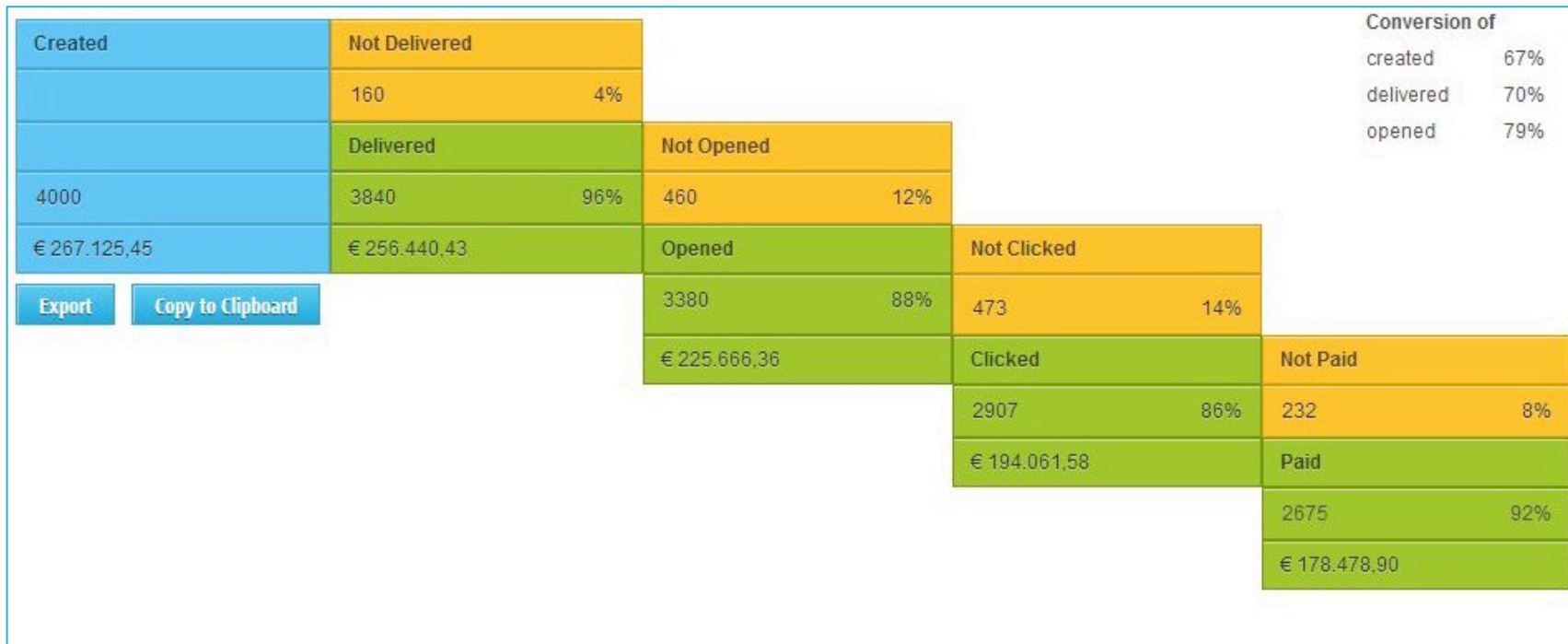
Verzending/betaling

Openen/betalen

Betaal-/vervaldatum



Real-time conversion waterfall





Improving Customer Centricity

Interaction

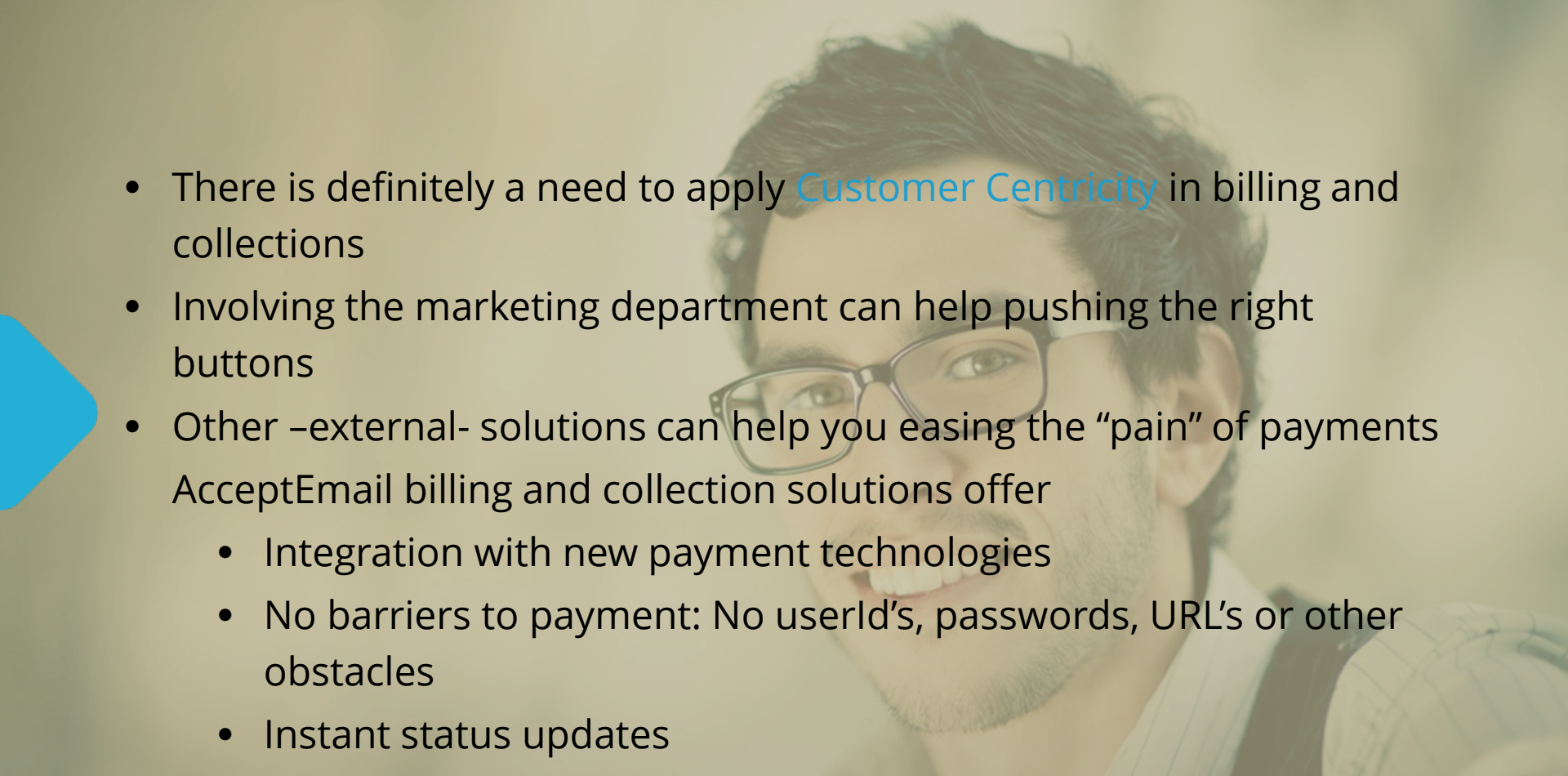
Insight

Improvement



... Billing sucks...

... But it doesn't have to!

- 
- There is definitely a need to apply **Customer Centricity** in billing and collections
 - Involving the marketing department can help pushing the right buttons
 - Other -external- solutions can help you easing the “pain” of payments
- AcceptEmail billing and collection solutions offer
- Integration with new payment technologies
 - No barriers to payment: No userId's, passwords, URL's or other obstacles
 - Instant status updates



... Billing sucks...

... But it doesn't have to!

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