



an InvoiceCloud Service

Plan to Inform Customers on How to Pay & View eBills

Paying utilities online or by phone offers convenient payment options for customers and it also benefits you and your company. Getting customers to consistently pay their bills online can be a challenge for many reasons. Using our marketing checklist and the resources available to you on the Marketing Resource Center, you can easily remind customers to pay online.

Visit the Marketing Resource Center

To log into the Marketing Resource Center, visit. <http://www.invoicecloud.com/mrc>. If you haven't used the Marketing Resource Center before, contact your Service Account Manager for login information.

Taking advantage of the materials on the Marketing Resource Center is a great way to effectively reach all your customers.

- **Website buttons** (to link from your site to PSN)
- **Website page mockup** to explain to customers how to make payments
- **Templates** for printing
 - Posters
 - Handouts
 - Buckslips
 - Envelope teasers
 - Sample bill messages
 - Sample news articles that you can adjust for your local newspaper or other news outlet



Best Practices

Companies like yours have seen success in online payment adoption when following these strategies:

- Add messaging to invoices about making online payments.
- Create a plan to ensure you're consistently communicating with customers throughout the year.
- Add messaging to your invoices about making online payments.
- Request emails on customer applications and try to collect emails when customers pay in person.
- Train your staff on the marketing plan and encourage them to promote online payments when interacting with customers.
- Set goals for how many customers you want to pay through PSN and celebrate when you achieve your milestones.



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Year: _____ (Copy this chart for subsequent years.)

Task	Date Executed
Info Packet	
Create a full-page handout on how to pay and view bills for any info packet you distribute	
Website	
Add a prominent link to your website home page; place ads in prominent places and change frequently (list change dates here)	
Customer Notices	
Add information to all customer notices (e.g., bills, late notices, newsletters)	
Email Notification	
1 st notice informing customers how to pay online	
2 nd reminder (you can run a report in PSN to see who is registered so that you don't send notices to current users) (use new theme)	
3 rd notice (reminder; use new theme)	
Posters	
Place posters on bulletin boards, in the office and common places.	
Handouts	
Place at counter in office for customers to pick up and staff to hand out	
Continually replenish with new themes	
Customer Newsletters (if applicable)	
In each newsletter, remind customers to pay online	
Press Releases/Publicity	
Develop press-worthy announcements about services, contests, savings, etc.	
Other Ideas (e.g., outdoor signage, contests)	