



an InvoiceCloud Service

## Plan to Inform Customers on How to Pay Utilities

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.
- Use a multi-channel marketing strategy to inform payers (email, handouts, buckslips, posters). Be sure to highlight the various features and payment options in your communications and marketing efforts.
- 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.

Year: \_\_\_\_\_ (Copy this chart for subsequent years.)

Task	Date Executed
<b>New Service Packet/Information</b>	
Create a full-page handout on how to pay utilities and add to new service packet/information	
<b>Website</b>	
Add a prominent link to your website home page; you can also add an informational page explaining payment options	
<b>Customer Bills</b>	
Add to all billing statements (including cut-off notices) a noticeable line about paying online	
<b>Billing Envelopes</b>	
Add copy to envelopes (front & back) encouraging ePayments	
<b>Bill Stuffers(dependent on billing cycle)</b>	
Quarter 1: Stuffer with bill promoting paying electronically	
Quarter 2: Stuffer with bill promoting paying electronically	
Quarter 3: Stuffer with bill promoting paying electronically	
Quarter 4: Stuffer with bill promoting paying electronically	
<b>Email Notification</b>	
1 <sup>st</sup> notice informing customers how to pay online	
2 <sup>nd</sup> 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 <sup>rd</sup> notice (reminder; use new theme)	
<b>Posters</b>	
Place posters at all payment locations	
<b>Handouts</b>	
Place at payment counters	
Continually replenish with new themes	
<b>Customer Newsletters (if applicable)</b>	
In each newsletter, remind residents to pay electronically	
<b>Press Releases</b>	
Send to all media (tv, radio, print)	
<b>Other Ideas (e.g., giveaways, contests)</b>	