Plan to Inform Customers on How to Pay & View eBills

Paying and viewing bills electronically is a great convenience for your customers, but more importantly, it can be of great benefit to you. But customers won’t use the convenience unless they are informed—continually. We have created this marketing plan for you to follow to ease your workload and make sure customers are reminded constantly to use the services offered.

Use PSN **FREE** Marketing Services

Let the marketing staff at PSN do the work for you. At no charge, they can provide:

* **Website buttons** (to link from your site to PSN)
* **Website page mockup** to explain to customers how to make payments and view bills
* **Templates** for printing
	+ Posters
	+ Handouts (full page or multiples per page)
	+ Envelopes
	+ Letter to customer
* **Email notification** in html (PSN can even send the notice out for you—there is a small fee for sending the email)
* **Press release**
* **Electronic ads** for Facebook, website, etc.

Tips…

Those who have experienced success have provided these suggestions:

* Create a theme for your marketing pieces that reflects your customers’ tastes
* Change the theme occasionally to get freshly noticed (PSN can provide new pieces)
* Use different methods to inform customers (email, handouts, posters, verbal, ads)
* Request emails on customer applications
* Train your new staff about PSN services and carrying out the marketing efforts
* 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.)

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| --- | --- |
| 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 |
| 1st notice informing customers how to pay online  |  |
| 2nd 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) |  |
| 3rd notice (reminder; use new theme) |  |
| Posters |
| Place posters on bulletin boards, in the office and common places. |  |
| Replace posters with a new theme |  |
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| Replace posters with a new theme |  |
| Replace posters with a new theme |  |
| Handouts |
| Place at counter in office for customers to pick up and staff to hand out |  |
| Continually replenish with new themes |  |
| Automated Calls to Customers |
| For late payers, use PSN’s Auto-Call service wherein customers can press “0” to make a payment (fee-based service) |  |
| 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) |
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