

Is Your Billing Statement Delivering an Exceptional Customer Experience?

Your billing statement is a vital touchpoint in your customers' journey. But if you're not considering a customer-focused billing experience, you're missing out on opportunities to enhance customer relationships, increase digital adoption and improve the bottom line. Here are 5 ways to optimize your billing statement for a better customer experience.

5 Ways to Create a Customer-Focused Bill Statement

Clean & Modern Layout

Your bill's layout has a direct impact on the customer experience. A bill with multiple rows of information that is also cluttered can create confusion. In contrast, a bill with a simple and clean layout can increase comprehension and make it easy to remit payment, improving payment performance.



20% Reduction in delinquency by making billing statements clearer¹



Effective Use of White Space

White Space refers to the empty spaces in your bill's layout. When used well, it improves readability and comprehension. Use your bill's white space to strategically highlight important information or promote an offer. The goal is to use white space to help customers better navigate your statement.

40–50% Reduction in calls due to improved statement clarity¹

Clear & Concise Language

Use of jargon and complex language increases misunderstandings and raises questions. Eliminate the confusion by using simple and straightforward language that effectively communicates what is owed and what actions you want your customer to take next.



10% Increase in offer conversion by strategically using white space for other product/service offerings¹



Strategic Use of Graphics

Graphics can help your customer better understand their bills or pique their interest about a new service or offering. When used well, graphics can increase customer engagement and influence customer payment behavior.

85% Increase in digital adoption when graphics are strategically used to influence payment behavior¹

Digital First Approach

Printed statements will always be needed. But with the move towards digital channels, making sure the printed experience translates to a digital one is key. Communicate the benefits of switching to paperless billing and encourage online payments, eDelivery and autopay.



20–40% Reduction in printing costs¹

Unlock the Next Level of Your Customer's Billing Experience with these 3 Powerful Techniques



Tip 1: Leverage Personalization

Personalization can increase revenue by 40%.² Leverage it in your bill presentment by strategically using white space to promote special offers based on customer data or preferences.



Tip 2: Include QR Codes

Including QR Codes in your bills can increase payment remittance. It also provides customers with more payment options that best aligns with their preferences. Likewise, QR codes can be used to link to educational materials like payment support videos and more.



Tip 3: Insert Smart Offers

Looking for upsell and cross sell opportunities? Look no further than your billing statement. **Customers spend 2-3 minutes engaging with a printed bill compared to 14-20 seconds with an email.³** This can improve the effectiveness of your marketing campaign and lead to higher conversions.

Ready to Optimize Your Billing Statements?

DataOceans' Billing Hub has helped countless clients improve their billing experience to drive better business outcomes. If you want a closer look at how you can level up your bills, contact one of our representatives today.

[Contact Us](#)

Sources

[1] DataOceans Customer Data

[2] Nidhi Arora, Daniel Ennslen, Lars Fiedler, Wei Wei Lui, Kelsey Robinson, Eli Stein, and Gustavo Schuler, "The value of getting personalization right—or wrong—is multiplying," November 21, 2021, mckinsey.com

[3] USPS, "The Powerful Marketing Potential of Transactional Mail," <https://www.uspsdelivers.com/the-powerful-marketing-potential-of-transactional-mail/>