

Is Your Billing Statement Delivering an Exceptional Customer Experience?

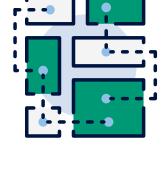
Your billing statement is a vital touchpoint in your customers' journey. But if you're not considering a customer-focused billing experience, you're missing out on opportunities to enhance customer relationships, increase digital adoption and improve the bottom line. Here are 5 ways to optimize your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

5 Ways to Create a Customer-**Focused Bill Statement**

Your bill's layout has a direct impact on the customer

Clean & Modern Layout

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



White Space refers to the empty spaces in your bill's layout. When used well, it improves readability

Effective Use of White Space

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

misunderstandings and raises questions. Eliminate

Clear & Concise Language

Use of jargon and complex language increases

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



or offering. When used well, graphics can increase customer engagement and influence customer

Strategic Use of Graphics

Graphics can help your customer better understand their bills or pique their interest about a new service

payment behavior. 85% Increase in digital adoption when graphics are strategically used to influence as

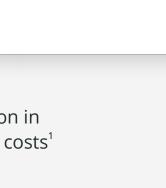
strategically used to influence payment behavior

Digital First Approach

autopay.

20–40% Reduction in printing costs¹

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



Customer's Billing Experience with

based on customer data or preferences.

like payment support videos and more.

these 3 Powerful Techniques



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

Personalization can increase revenue by 40%. Leverage it in your bill presentment by strategically using white space to promote special offers

Unlock the Next Level of Your

Tip 1: Leverage Personalization

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. This can improve the



effectiveness of your marketing campaign and lead to higher conversions.

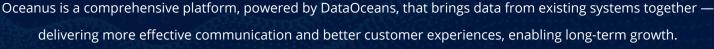
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bills, contact one of our representatives today.

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delivering more effective communication and better customer experiences, enabling long-term growth.

Sources