



El Dorado Utility Software  
Creative <sup>by</sup>  
Technologies

# Online Billing and Payment:

*The Time is Now*

February 2010

# The Time Is Now

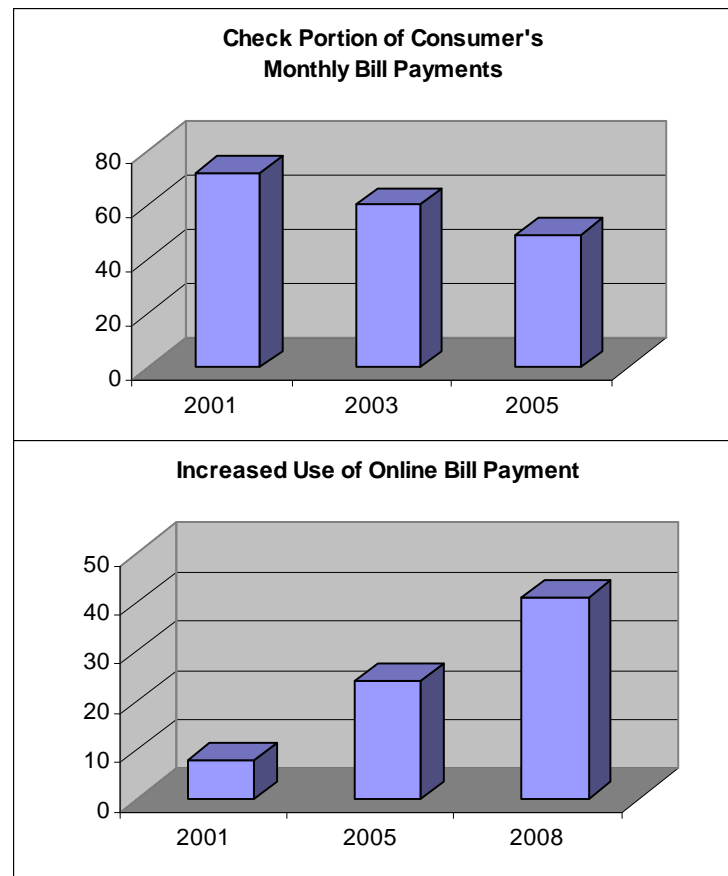
- Why Now? – 5 Reasons
  1. Marketplace Demand
  2. No Additional Work
  3. Customer Satisfaction
  4. Lower Costs
  5. Environmental Impact



# Marketplace Demand

- Consumers are switching to electronic payments and using paper checks for less than half of their monthly bill payments—only 49 percent—down from 72 percent in 2001, and 60 percent in 2003.
- Online bill pay is experiencing a huge increase in consumer usage—from 8 percent of monthly bills paid in 2001 to 24 percent in 2005, to 41 in 2008.

2005/06 and 2008 Studies of  
Consumer Payment Preferences



# Marketplace Demand

- 64.4 million households pay at least one bill online, either at a bank website or directly at a company website. Digital Transactions 7/09
- Jackson, MI-based utility, Consumers Energy, reports their online billing is growing in popularity, with an 11% increase in 2009.
- Consumers are turning to expedited payments (last minute electronic payments) to pay bills as close to the actual due date as possible in response to cash flow issues. Crone Consulting and Javelin Strategy & Research
- Utility charges are the second most common type of recurring bills. 2005 MasterCard consumer research study.



# Why is cloud computing so important to today's utility biller?

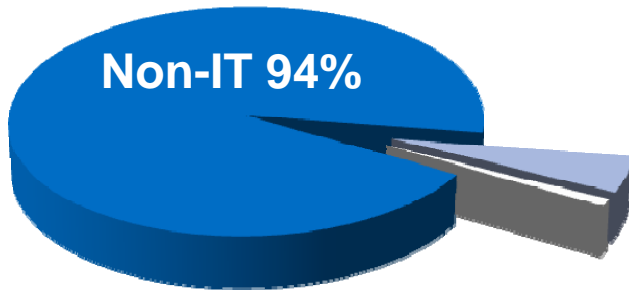
- Elastic model expands as you need to grow
- Electronic and paper invoicing
- On line check and credit card processing
- Leverages on-premise software
- Billing agency controlled
- No server hardware, server software required

Leverage the internet and pay for only what you use as you need it



# No Additional Work

**The Business Challenge:** There is an increasing need for online bill processing but development costs are high.



**Total IT Budget: 6%**

**-80% Operations**

-20% Innovation

## Total Business Operating Expense

- Despite technology driving historic gains in productivity, less than 1% of total business spending is dedicated to innovation.
- Budgets are consumed “keeping the lights on”
- With El Dorado 7 - Get the innovation without the additional cost



# No Additional Work

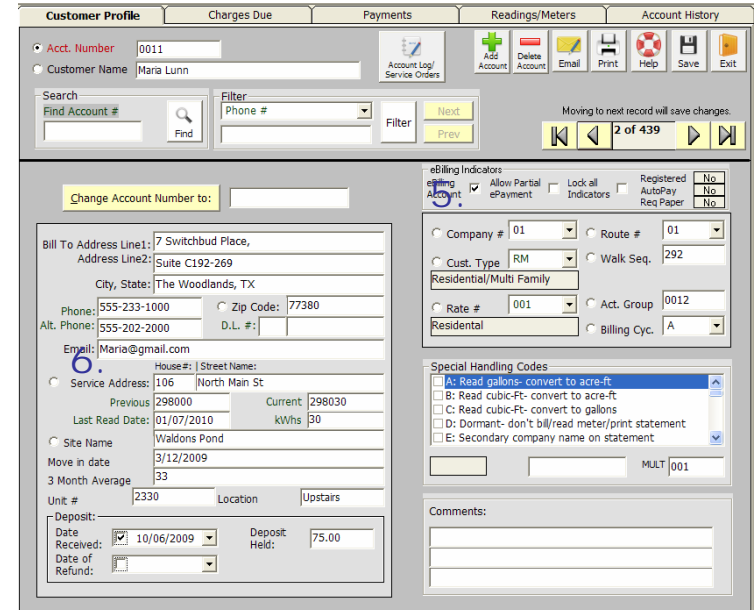
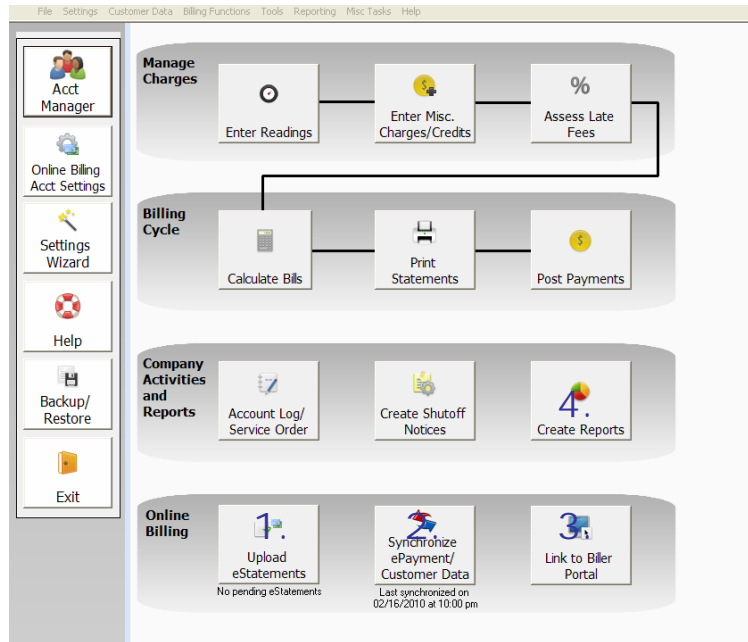
- El Dorado Version contains a fully functional, secure online invoicing system
- Powered by an industry leader, Invoice Cloud ([www.invoicecloud.com](http://www.invoicecloud.com))
- Processes multiple payment types including check, credit card and ACH
- Operational in days – not months



# Online Invoicing Process



# Inside El Dorado 7



1. Payments posted online as part of the billing process
2. Payment and customer account data synchronized with the billing system
3. Direct link to biller portal from within the program
4. Reporting captures industry specific and online billing data
5. Customer defined as a electronic bill pay
6. E-mail address captured in account manager



# Integration Settings

Within El Dorado 7, the biller defines the settings for online billing, including:

- *Insert Invoice Cloud Biller ID #*
- *Select online statement type*
- *Select El Dorado database*
- *Define online portal URL*
- *Set synchronization frequency*
- *Define new customer registration question*
- *Turn off paper invoicing*
- *Set service fees for credit card and ACH payments*
- *Activate email notification settings*
- *Accept partial payments*

El Dorado Utility Software ABC Water Company / Advanced Company Information

Account Settings Wizard Print Scr Help Save Exit

### Online Billing Preferences

Biller ID: D7E678DB-5722-49F0-9D7E-7967EA02D429

eStatement ID: Universal eStatement

Online Biller Portal URL: <https://www.invoicecloud.com/portal/BillerLogin.aspx>

Multiple Database Files: This installation has multiple database files   
File ID: Gas and Electric

Datapath: C:\Program Files\ELDSoft 2006\Eldorado.MDB

Registration Question: First 4 digits/characters of Owners Name

Settings

Auto synchronize payments and account data with online portal  Synchronize every 1 Minutes

Activate the "Do not print statement" Special Handling Code when customer registers online

Activate the "Bank draft account" Spec. Handling Code when customer activates auto payments

Send additional email for outstanding eStatements when late date is passed.  (Fees apply)

Include late fee in balance due for overdue statements ONLY if no payment applied

Convenience Fees

Credit Card: 0.00

ACH/EFT:  Same as Credit Card  No Fee

Allow ePayments through email link  Registered accounts  All Accounts

Default setting for eBilling Account for new accounts  Unchecked  Checked

Default setting for Allow Partial ePayment for new accounts  Unchecked  Checked

Database Repair

Suspend outgoing payments  Suspend outgoing payment reversals  (Repair settings are reset when program is exited)



# Customer Satisfaction

- Easy way for customers to pay bills
  - Available 24x7 and payments can be immediate or scheduled
  - PCI Compliance safeguards confidential customer data
  - Seamless experience – all customer communications and contact points carry your branding
  - Pay multiple bills in a single payment transaction
- Research shows that as many as 3 out of 4 utility contact center calls deal with account, billing and/or payment issues. Edgar, Dunn & Company 2004
- Online account access and historical data reduces incoming support calls and increases customer satisfaction.



# Customer Satisfaction

- A recent survey examined the reasons people choose to pay bills online:
  - **Speed** - 79 percent of consumers said that they preferred to pay bills online because it was faster than other payment methods.
  - **Ease of Use** - 72 percent of consumers said paying online was easier than paying by check.
  - **Cost Savings** - 71 percent of consumers said they liked saving money on stamps.
  - **Control** - 71 percent of consumers said that paying bills online gave them more control over the timing of their payments.

According to Harris Interactive survey of 88.2 million households



# Lower Costs

- **Labor, Postage & Supplies** – Lower the total cost of invoicing by up to 90%, plus send invoices unlimited times – 1<sup>st</sup> notice, 2<sup>nd</sup> notice, final notice all for one low price.
- **Faster Payments** - 85% to 95% of e-mailed invoices are opened within one day of receipt, with 20% paying on the same day received. Tower Group 2006
- **Reduced billing disputes** - with online account management (settlement costs are estimated at \$20 per invoice by Gartner Group).



# Lower Costs

- **Pay per use model** – billers pay only for services used, no up front costs
- **Cash flow** – recurring payments speed collection and provide 24 hr NSF notification
- **Support** - Customers who automatically pay bills make fewer customer service calls than those who pay by check, helping reduce operational costs. Discover
- **Bottom line impact** - A 5% reduction in operating costs has the same effect as a 30% increase in sales.

Gartner Group



# Lower Costs

## Resources



People



Time



Money

## Measure

Productivity

Speed and Agility

Savings

## Business Impact

Automate routine tasks  
Improved customer satisfaction  
Reduce errors  
Reliable record keeping  
Work remotely

Collections in days not months  
Consistency in billing  
Reduce bill processing time  
Eliminate trips top the post office and bank

Improve cash flow  
Improve collections  
Reduce postage  
Reduce printing costs  
Low entry and management costs



# Environmental Impact

- 58% of e-bill recipients said that environmental impact was either important or very important in their decision to view and pay bills online, up from 51% last year. Fiserv 2009
- Paper Invoice Statistics (PayStream Advisors)
  - Businesses within the U.S trade in excess of 13 billion invoices annually.
  - Invoices are responsible for 10% of all trees cut down worldwide and creating paper invoices uses as much electricity each year as the consumption of 20 million households.
  - A 50% reduction in paper invoices means saving almost one million trees and 240,000 tons of paper every year.
  - Slashing US paper invoicing by half translates to reducing our carbon dioxide (CO2) footprint by almost 250,000 tons.



# The Time Is Now

- Customers are demanding online payment
- Replace paper invoices and checks with email and electronic payments
- Quick and easy, branded implementation
- Online billing and payments reduce overall business costs and improve cash flow
- Eliminate the liability of storing sensitive customer financial data
- Paper invoicing is not green and costly to maintain
- Creative Technologies El Dorado online billing solution is affordable / scalable and reliable



# The Time Is Now

Call us now to schedule a live demo and get  
an analysis of your potential savings

(800) 898-3838

Or email [sales@creativetechusa.com](mailto:sales@creativetechusa.com)

