Keys to Successful Digital Engagement with Outbound Communication

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How do you engage your customers?

Mike Hogan  
Dir. US Sales, AcceptEmail

Peter Kwakernaak  
CEO, AcceptEmail

Jim Malcom  
EVP, Apogee Interactive
Engaged Customers are a Valuable Asset

25% INCREASE in customer satisfaction

More than 3 TIMES AS LIKELY to recommend their provider

37% INCREASE in signups for energy products and programs

Digitally engaged customers show improved customer sentiment *
<table>
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<tr>
<th>Category</th>
<th>Retention</th>
<th>Satisfaction</th>
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<td>Touchstone Energy</td>
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<td>Investor-Owned Utilities</td>
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American Customer Satisfaction Index™  

2015 Q3-Q4  

ACSI
Partnering Criteria

- Integrity
- Credibility
- Innovation
- Value Proposition
- And vs Or
Implementation Experience for > 600 companies

- Telecom
- Insurance
- Health
- Utility
- Retail
- Charity
- Hospitality
- Consumer Finance
- Property Management
Your customers have better things to do than dealing with your bills.

Pay an AcceptEmail in less than 30 seconds. No log-ins or passwords are needed.
Bill deliver & pay service via email, text, online or QR codes

Serving over 600 companies reaching 10 million consumers and SMEs

International Company with operations in 6 countries

Proven platform Award-winning technology (BAI, Google, Accenture)

ISO 27001 security certification
Billing: Still a major issue for utilities

- US$177 billion
- Paperless adoption in Utility overall 15%
- Billing accounted for more than 8 out of 10 complaints in 2015
- Only 20% of registered self-service portal users regularly visits portal
Mind the Digital Gap!

Utility is in serious need of a customer-centric billing process.
Making Impact

• Expand the menu with more options in bill presentment & payment (Bridge the Digital Gap)
• Improve Customer Satisfaction
• Change Billing & Collections Landscape
Any type of messaging to pay bills

E-MAIL  TEXT  WEB  APP  QR
Does your digital bill adoption rate meet your expectations?

a. No, it is too low
b. Yes, but it could be improved
c. Yes, it meets our objectives
Paying bills the easy way.
User experience step by step
Click on received email To Pay
Select Payment Method
Authorize With Credit Card

SMART BILLING SOLUTIONS
ACCEPTEMAIL.COM
Authorize with ACH
avoid credit card fees
Payment Confirmed

Video Bill
Video Bill Explanation
Proactive Outbound Communication:

- Powerful
- Proactive
- Personal
- Mail or eMail
- Quarterly/Annually
- Bumped Satisfaction 16%
- 100 pts. JD Power
Upsell Opportunities:

Default:

The payment was successful.
The status in the e-mail is Paid after refreshing.

Tailormade:

Thank you for your payment.
The payment status Paid is also shown in the email.
Dear Peter Kwakernaak,

We kindly request you to pay the attached bill with reference Reference before May 31, 2019. Click on the AcceptEmail banner or button to make the payment.

When paid, the AcceptEmail banner will turn from blue to green. You will always find the payment status by the color. Clear and simple.

Any questions? See the answers on frequently asked questions or contact us via +1 404-259 25 06 (mo - fr, 08:30 AM - 05:30 PM). Or reply to this email.

CleanNRG USA
238 E 45th Street, Suite 9E
10017 New York

www.acceptemail.com
info@acceptemail.com
+1 404-259 25 06

The payment always starts from http://transaction.acceptemail.com. More information can be found on the AcceptEmail website.

Pay $ 121.00

View your bill details online

Payment request becomes payment receipt in original email
Payment via mobile email

1. Receive bill via email
2. Select payment method
3. Authorize Payment

Dear Peter Kwakernaak,

Please pay this AcceptEmail with reference 5000200903101001 before 31 March. Start by clicking on the payment banner or the button.

If the payment is successful the banner changes from blue (to pay) into green (paid). Your payment request becomes a payment receipt.

Do you have a question about the amount or the reason of this bill? Please reply to this email or check our website.

Pay $121

SMART BILLING SOLUTIONS
ACCEPTEMAIL.COM
Dear customer,

Prevent additional costs or suspension of service. Please pay your outstanding balance with ACH here: https://trx.ae/qFgkDft9kGUsWwFw.

Kind regards, CNRG

1. Payment request via Text
2. Select payment method
3. Authorize payment

Register your email address
Payment via Social

Outstanding bill

1. Payment Reference: 1234567890123456
2. Amount: 100

Send AcceptEmail:
- Via Twitter (mobile & desktop)
- Via WhatsApp (mobile only)
- Via SMS (mobile only)
- Via Facebook (mobile & desktop)

Other, copy URL to clipboard (mobile & desktop):

http://example.com

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Hi Peter, as discussed with our call agent, please pay your outstanding bill via this link:

http://example.com/BzAzew8K50bei9v4AqgSA Have a nice day. The MyNRG web care team

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My total: $0.50 USD

Payment method: PayPal

Pay Now

Already Paid

Payment was successful. The payment status is updated.
How much time would you like to spend paying a bill?

a. Less than 30 seconds
b. More than 30 seconds
c. I do not mind how much time this takes
Facts and results
Earlier payment 14 days

More Digital

50% Saving per Bill

10% Less inbound calls

$2.50 More Digital
More than 96% of all digital bills are paid within 4 weeks. (European Utility)

- Active reminder policy even before the due date
- Most payments are made shortly after the initial transmission or the reminder, on the same day!
- Always use a properly managed address list
AcceptEmail helped us increasing digital adoption rates.

• Leading utility company Future-Proofs its Billing and Collections System
• In cooperation with a fulfillment partner for paper reminders
• Easy Integration and implementation in 6 weeks
A Billing Solution that truly makes an impact.

- Waste call reduction by 10% saving approx. $1m a year
- Reduce the time for customers dealing with bills by 50%
- Customer satisfaction (Net Promoter Score) increase by 20%
- Less manual handling, 30% costs reduction on valuable staffing costs
Results that pay off

- Faster Payments
- Increase Customer Satisfaction
- Significant Savings
- Easy Implementation
# Exchanging data with AcceptEmail

## 1. Web Users
- Manual Data Entry
- Web form
- Individual
- Reports and analyses
- Typical for a/o call center applications

## 2. Managed Account
- File Drop mechanism
- Dedicated SFTP host
- Automated batch process
- End-to-end workflow
- Suitable for most clients
- Ease of use

## 3. API
- Java and .NET toolkits
- SOAP and REST
- Individual & batch
- Real-time
- Real-time and in-session application
What customers like about us

- Ease of integration, High Level Implementation Steps
- Experts on deliverability, bulk email
- Strong reporting capabilities
- Great user experience and ease of use
- Best-of-breed Tech components
- Agile and Flexible
Apogee + AcceptEmail + You=
Increasing customer satisfaction

Let’s change the way people pay their bills.
Questions

Contact us to discuss digital engagement strategies that are right for you.

info@apogee.net
678-684-6801