

A Special Report by Industry Insiders

Thrive in Today's Market
Succeed With eDelivery & Payments

Today's mailing organizations face a wide variety of challenges.

Client, consumer, and regulatory requirements are ever evolving. Delivery vehicles such as email, SMS, and the internet have impacted the way statements, bills, marketing materials and other communications are presented to end users.

The Challenging Dynamics of eDelivery:

What you need to know to build a Successful Strategy



For decades, billing companies, have been accepting data in a variety of formats and creating customer interactions from that data. Changing the way they generate and deliver bills and statements has often been in response to changing market demands rather than a communication delivery strategy. In the last decade alone, mobile devices and a variety of social media and communication apps have become an integral part of our lives. Comscore¹ reports that eCommerce spending on mobile delivery is increasing year over year, proving that it is a key channel for engaging with customers.

What is eDelivery?

eDelivery has acquired a variety of definitions since its inception years ago and has been creating confusion ever since. Even searching for a common definition, numerous forums such as answers.com, Yahoo answers, and others, further show evidence of the confusion surrounding eDelivery. Some organizations have gone as far as providing their own definition of eDelivery for adding clarity for what customers can expect from them.

In its simplest form, eDelivery has been the term given for migrating paper communications to electronic formats such as email and web-based interactions. This phenomenon spreads far beyond transaction and other regulated communications. Some industries have succeeded in this transition more so than others. In the transaction communications application segment, financial services and insurance organizations, for example, have excelled. But in many cases, eDelivery is simply a web portal for retrieving transactional information or, in some cases, simply a PDF.

The Ugly Truth Behind Preference Management

eDelivery

Mobile

IVR

Web

Print

Tablet

The number of channels available for communication delivery extend far beyond simple print and electronic delivery. A plethora of new ways to communicate are available now. There is far more to “e” than when it was first introduced. Managing preferences and their options can complicate communication. Nevertheless, it is expected by consumers and other that communications can be received in their own preferred method no matter how many options and workflows it may create for the provider. Users expect content to be delivered on their terms and their preferred devices with a consistent experience each and every time.

Despite this challenge, there are huge opportunities for companies to find new ways to interact with their customers and provide experiences worthy of their attention and response. In an effort to accommodate as many channels as possible, shortcuts are taken that result in a poor experience, especially on devices such as mobile phones and tablets. Simply providing a PDF version and not taking the time to rebuild websites to be responsive creates a critical problem. Mobile and tablet devices are increasingly the channel of choice and need content structured to suit their characteristics.

Preference management is much more than just document or bill delivery selection. Customers choose how they prefer to receive notifications, set alerts like payment reminders, and more. It’s not about just the channel being delivered to, but also when and what parameters should trigger the notification in the first place. They want to set items such as how to receive a refund, payment due date, or large purchase authorization.

Other channels such as social media and WhatsApp are looked at as options for communication and alert delivery. Companies like USAA are already turning to channels such as Twitter to better serve their members for questions that require a quick response.

The Challenge with Transactional Communications

eDelivery, unfortunately, has quickly become a dreaded technology in the transactional communications arena. In many cases, eDelivery is seen simply as an inexpensive way for companies to get their regulated communications delivered in an efficient way. Not much consideration has been made in how a customer might interact or experience the communication until much recently.

Transactional communications often expect some sort of response from the recipient. The user experience, however, is often limited to lines of business or other silos within an organization. This experience focuses the communication on outbound delivery and doesn’t consider the numerous opportunities for multiple inbound responses. These other responses may ultimately lead to a preference other than the channel received. By understanding both how a customer prefers to receive the communication, and respond to it, a better experience can be built for their unique preferences thus leading to satisfied customers. This also provides internal benefits such as faster payments, or reduced Days Sales Outstanding (DSO), making Chief Financial Officers and shareholders happy.

All eRoads Shall Lead to Payments

- Mail
- Print
- Response
- Delivery Vehicles

The tablet and mobile trend is changing the way people want to review communication.

Electronic communications provide an obvious gateway for faster bill payment. Because of this faster payment turnaround, organizations naturally push customers to go “e” to reduce costs and get quicker access to cash. Some methods of ensuring delivery of payment reminders or bill notifications are flawed.

These flaws create some challenges and force some customers to change their preference back to paper communications, pay over the phone, or mail a check. When this happens, the risk of missing a payment far outweighs the convenience of electronic communications and payments.

Along with those flaws, according to a recent Dynmark² report, email averages a relatively low 22% open rate. The same report, however, states that SMS text messages make a bigger impression and enjoy a 98% open rate. The study also shows that 90% of SMS messages are read within 3 seconds of being received. Roughly the time it takes to pick up a phone and look at it.



Better communication delivery workflows and an understanding of best practices help to ensure that all communications and notifications will get delivered. For some, however, the experience is already ruined. The user experience needs to be redesigned with a new approach that incorporates many alternatives to traditional presentment and payment channels. Mobile delivery is gaining popularity and increasing growth as a payment preference.

The Statista Digital Market Outlook³ reports a compound annual growth rate (CAGR) of 62% in mobile payments specifically for transactional communications within the next five years'. This is an increase of roughly five times the 2017 value to \$274.4 Billion in 2021

Mailing providers have experienced a shift of print volume to electronic delivery.

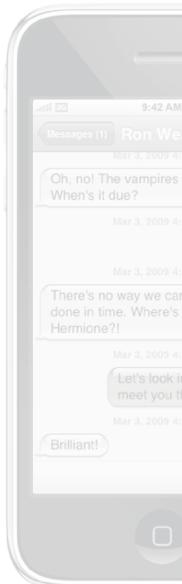
When you start to think of new options to accommodate the unique preferences of customers, interesting options emerge. Many consumers who still prefer paper communications prefer to pay electronically. Some may avoid doing so because of the challenges online portals present. The need to remember usernames, passwords, and other security measures can be daunting. Processing paper check payments is costly and adds time to payment fund access. As you rethinking the experience, using technologies such as QR codes and image capture. These can be added to the paper statement and allow customers to make their payment without the need for a username and password, especially for mobile applications.



of SMS messages sent are opened



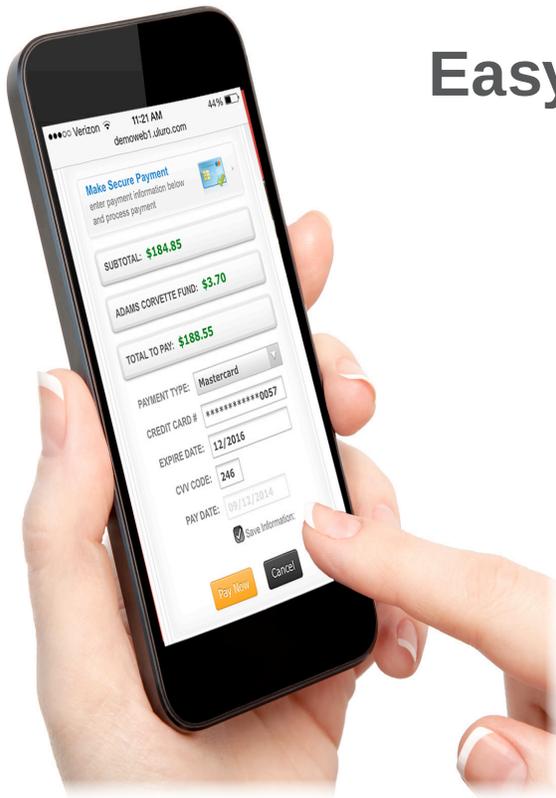
of them are opened within 3 minutes.



Hubspot

Conclusion

Easy. Efficient. Economical.



How Do I get There?

Uluro is a complete **Delivery Platform** that guides any enterprise in solving its business objectives for achieving customer-oriented EBPP (Electronic Bill Presentment & Payment).

Consumers have increasingly demanding expectations for how they interact with their bill providers. These demands make it more and more difficult to meet each and every individual's preference. Ask yourself, can you build, monitor, deliver, and still be profitable while satisfying the most demanding requirements on your own?

Transactional Mailers.

Transactional communications provide an ideal platform for engaging with customers. Delivery is a requirement and it has at least one built-in call to action. The experiences many consumers have leave them wishing for something more aligned with the retail experiences they enjoy. By rethinking your eDelivery strategy and factoring new options for receiving payments, consumers will be happier and transactional providers will achieve their goals: Easier ways to pay and Faster time to payments.

Your clients are demanding more today than ever before and it's still changing.

They want...

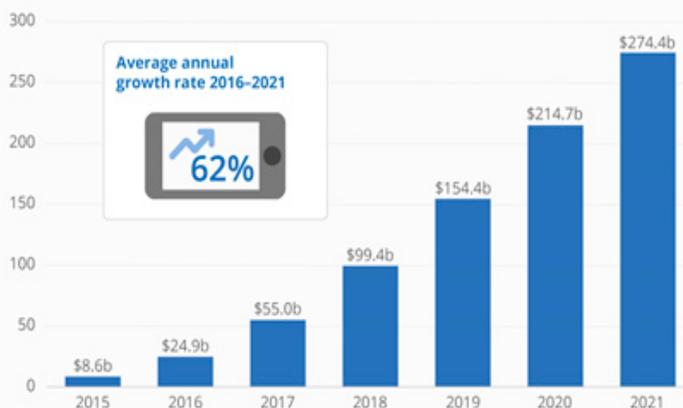
- Mobile
- SMS Based payments
- Responsive screens
- One time secure payment interfaces
- IVR
- Secure tablet interfaces

Uluro has all of this and more to give you a single solution that increases your service offering immediately. It evolves with you and your customer's needs over time. With a reliable technology platform and emphasis on security, you can focus beyond just delivering envelopes and expand your customer touchpoints and master EBPP right out of the gate.

By partnering with Uluro, you gain a single solution that can solve all these issues and challenges that come when implementing EBPP. You get a dedicated partner that helps ensure you are able to achieve your business goals, for the lowest cost and highest value. When it comes to customer communications delivery and payments management, consider an Uluro Offering.

Mobile Payment Volume to Increase Tenfold by 2021

Estimated mobile payment transaction volume in the United States



Estimates as of November 2016
Source: Statista Digital Market Outlook

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Sources

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A PRODUCT OF TRANSFORMATIONS, INC.

About Transformations, Inc.

Transformations is the developer of Uluro, the most comprehensive automated document production software on the market for creating, producing, delivering and tracking critical customer communications. Uluro's suite of solutions incorporates all processes of the document production workflow into a single platform allowing clients to realize several key benefits around operational efficiencies and quality assurance. Utilizing preference management, uDeliver provides a single platform on which billers and service providers can satisfy delivery preferences for integrated paper, web or mobile communications and provide custom web portals for online payments and other services. Innovative solutions like uSecure and SmartDelivery address industry-critical issues specific to the persistent protection of confidential data and the risk associated with regulatory compliance. Our award-winning product, uSecure, provides a level of security not previously available for protecting digital assets through the utilization of the first Smart Data solution for data protection. SmartDelivery, a secure delivery solution, provides the convenience of email delivery coupled with meeting the security and tracking requirements of various compliance regulations. Transformation's mission is to provide our clients with innovative solutions that provide them a competitive advantage within their respective markets.

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