



E-Billing

*ELECTRONIC BILLING
PRESENTMENT & PAYMENT*



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Contents

[Introduction to Electronic Billing Presentment and Payment \(EBPP\)](#)

[Historical Context and Modernization](#)

[What is EBPP from E-Complish?](#)

[The Features of EBPP Solutions](#)

[The Benefits of EBPP Solutions](#)

[The Role of EBPP](#)

[Who Should Use EBPP?](#)

[About E-Complish](#)

Introduction to Electronic Bill Presentment & Payment (EBPP)

The success of a business or organization has long been a combination of operational efficiency and customer experience. In some cases, the efficiency of operations means the difference between surviving or failing as an organization. All businesses undeniably benefit from streamlining and refining their operational capacities. The leaner the operations, the greater the profit. Any company that can manage to achieve the same results with less output stands to grow revenue.

Similar claims can be made for producing the highest-quality experience for the customer. An efficiently run business that fails to generate consistently positive responses from its customers threatens the sustainability of its success. Customers with poor experiences result in a loss of loyalty and engagement.

A consistent trend is leading to customers making fewer decisions based on price or product. Customers are elevating their ongoing commitments primarily based on their experience with a business or organization. According to PWC research, customers stand to pay more for an exceptional experience at a rate of 86%. These are convincing trends and realities that promote the need to prioritize a smooth, accessible, and satisfying experience for customers.

Historical Context & Modernization

Reliance on paper bills and check payments has posed challenges for almost all businesses—and many consumers—since the creation of checking accounts. According to [echeck.org, checks were first used in the U.S. in 1681](https://echeck.org/checks-were-first-used-in-the-u-s-in-1681), when cash-strapped businessmen mortgaged their land to a fund against which they could write “checks.” The first printed checks have been traced to 1762, and a banker by the name of Lawrence Childs.

Many of the difficulties inherent in using paper-based billing systems and check payments have centered on the U.S. mail system. Early methods for gathering and processing mailed bills and invoices required a long stretch of time. Manual sorting methods and other errors caused further delivery delays, with mail failing to reach its destination in some cases. The same obstacles hindered a business’ return receipt of bill payments in the form of checks.

The development of increasingly sophisticated automated mail-handling systems and improvements in transportation have mitigated some of these problems. However, delivery delays and lost mail still interfere with a business’ ability to receive payments on time. Cash flow is also impeded. Businesses continue to grapple with the logistical challenges of generating paper invoices and the financial burden of mailing them.

Numerous consumers continue to pay paper bills late or not at all. These bills are easily misplaced or forgotten—leaving businesses to chase late payments or incur the labor and expense of issuing duplicate statements.

Alternatives to paper-based invoicing and payment systems have been surfacing over the past few decades. In the U.S., the Council for Electronic Billing and Payment of the National Automated Clearing House Association (NACHA) began to broadly promote various forms of electronic billing around the turn of the 21st century.

In recent years, payment solution providers have developed a wave of EBPP solutions. These solutions are designed to serve as alternatives to paper-based billing and payment methods while alleviating further the problems encountered by entities that have relied upon them.



EBPP from E-Complish

Electronic billing presentment and payment (EBPP) solutions allow businesses to convert paper billing to electronic bill presentment and receive payments.

This intuitive platform allows consumers to receive their bills electronically. Businesses send enrolled consumers an email or alert that a statement is ready for their review online or on a mobile device. Consumers then click a link to see the bill precisely as it would appear in paper form. Using an immediate payment option, consumers can enter their checking account or credit card information. Online viewing and payment all take place on the business' branded portal.

Some solutions allow businesses to offer consumers the flexibility of receiving payment links to a mobile website or via text and a traditional desktop browser.

Businesses that implement [E-Complish's EBPP system](#) can do so because of integration with our [MobilePay](#) and [Text2Pay](#) solutions.

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EBPP Features

E-Complish's EBPP system has been designed as a simple, reliable, and feature-rich solution businesses can easily harness to transition customers to an online platform:

- **Online enrollment:**
Online enrollment in EBPP means no forms for customers to complete and return, increasing the likelihood of opting in to the service.
- **Bill-viewing flexibility:**
Consumers can view bills and invoices online in HTML or PDF format. More viewing choices encourage higher usage rates.
- **“Pay now” functionality:**
EBPP fully integrates with our [HostPay system](#)--a payment site merchants link to from their website, which is fully customizable to match specific website designs. The service also integrates with [our VirtualPay payment management solution system](#), which, among other functions, lets merchants provide instant ACH and credit card authorizations. The “pay now” functionality enabled by HostPay and VirtualPay makes it as convenient as possible for consumers to use EBPP, again boosting usage rates and merchants' bottom line.
- **Real-time transaction processing on Level One PCI compliant servers:**
Merchants receive payments immediately while ensuring the security of customers' sensitive payment information.
- **Maximum payment acceptance flexibility:**
Merchants can accept payments from personal or business checking accounts and credit cards. This also broadens the scope of users.

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EBPP Benefits

EBPP solutions offer a wealth of benefits to any business and organization that issue bills or invoices.

Generating and mailing bills and invoices requires significant time and effort. The same is true of processing checks that arrive in the mail. Creating and sending out duplicate invoices when customers have misplaced their original bill or invoice places an identical burden on businesses. A further disadvantage is assumed when these critical documents are lost in the mailing process. Pursuing customers for late and missing payments multiplies cost to time and labor.

Significant time and labor savings can be achieved when merchants use an EBPP solution. Consumers can be issued an invoice electronically and make payment through a link rather than writing a check. The more electronic payments merchants accept through EBPP, the more efficient their operations become from a time and labor standpoint.

Statistics also underscore the cost savings to be achieved by introducing EBPP to a menu of payment options. According to our research, businesses save 20% on paper, postage, and labor when they handle payments and invoicing in electronic mode rather than paper-based billing and collection systems. Generating paper invoices and taking payments by mail are more than double the costs associated with accepting payments via EBPP.

Cash flow also improves with EBPP implementation because payments are not delayed in the processing stage. Consumers can view and pay electronic bills at any time. There is no need to wait for mail delivery windows or limited post office hours. Traditional obstacles to prompting payment are numerous. They can include misplaced invoices, checks lost in the mail, or a customer's shortcoming. Each of these challenges is mitigated with EBPP. Businesses then see payments clear quickly rather than waiting several days, and funds are reflected in their bank accounts in short order.



E-Complish EBPP Benefits Cont'd

Businesses can also record the receipt of payments made with EBPP in customers' records. These records can be performed without labor-intensive human intervention and the potential for errors. This is because payment information flows seamlessly from one back-office system to another.

Moreover, the availability of convenient payment options like EBPP bolsters the likelihood that consumers will pay their bills. Businesses that have already converted to EBPP see, on average, a 15% reduction in late or missed payments. Nearly half of all enrolled customers pay their bill the same day they receive an email ready for their review.

There is also the benefit of increased customer satisfaction and loyalty. A customer base will also expand when flexible payment options like EBPP are available. Studies have shown that 43% of consumers are more satisfied with and loyal to companies that offer multiple means of receiving and paying their bills. Nearly one-third of consumers use more than three bill payment methods every month. The higher the level of customer satisfaction and loyalty engendered by businesses, the less likely consumers will be to remit payments late or neglect them entirely.

The Role of EBPP

Across industries and markets, businesses and institutions understand that payment solutions play a critical role in both operations and customer experience. Modern solutions have done more than improve the way payments are delivered and received. These innovative solutions have generated a new standard. It is a standard for operations that businesses must adapt to remain competitive. And customers have now come to expect these new standards from their experience.

Utility providers, financial institutions, telecommunications companies, retail, and numerous other merchants have long sought to find a more efficient and secure means of sending invoices and receiving payments. Fulfilling these needs also remains a goal of forward-thinking payment solutions providers.

A diversity of businesses and institutions are now collaborating with innovative payment solutions providers to take full advantage of the advances in mobile technology and online resources. Traditional methods of payments are mostly transitioning to internet-based and electronic resources for payment solutions. We are witnessing operations become more reliable and efficient with electronic solutions, and customers are experiencing greater access and ease.

We further examine the relevance and benefits of using electronic billing presentment and payment (EBPP) solutions as an alternative to traditional paper-based invoicing and payment acceptance methods. Payment solutions that dramatically polish operational efficiency and elevate the customer's experience.



Who Should Use E-Complish EBPP?

EBPP is a viable solution for any merchant that issues paper bills for goods and services. For example, retail stores that offer private-label cards with revolving credit can bill consumers for monthly installments and receive payments on those installments using electronic solutions. Healthcare providers can send bills to patients and provide them with an immediate payment option.

Businesses that collect recurring payments are particularly well suited to the implementation of EBPP. Utility companies, telecommunications and mobile phone service providers, insurance companies, rent-to-own merchants, and financial lenders are a few examples of institutions that commonly benefit a great deal from the solutions offered by EBPP.

Any business or institution searching for payment solutions to refine operations and advance customer experience stand to benefit significantly from the innovations of EBPP and the services of its providers such as E-Complish.

About E-Complish

E-Complish has more than two decades of commitment and experience refining the way payments are presented and paid. Working with E-Complish to organize and implement electronic solutions will free up any business to refocus its efforts and resources on growth.

Our service also provides in-house support staff dedicated to helping customers solve problems and make the most of their payment services. We accomplish our goals by remaining flexible to the variety of moving parts involved in payment processing. E-Complish automates tasks so our customers can spend their time focusing on the more important things—like growing the business.

We continue a tradition and commitment to innovation and progressive technological solutions with our EBPP services.



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