

# BPAY View Electronic Bill Presentment

The next step in customer  
relationship management





# What is BPAY View?



BPAY View® is a leading consolidated bill presentation and payment service in Australia.

A pioneer in electronic bill presentation and payment (EBPP), BPAY View is the natural extension of the highly successful BPAY® scheme, through which around 14 million bills are paid each month.

BPAY View gives consumers a single point of access to receive and pay their bills electronically through their Internet banking site.

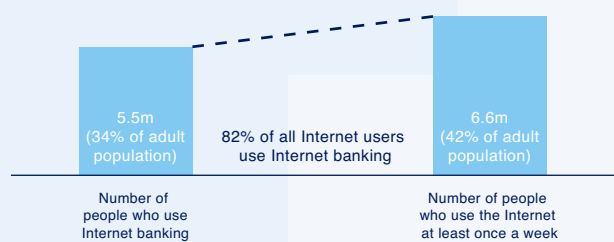
As penetration levels of Internet banking continue to grow, it's a solution that's being offered by an increasing number of financial institutions.

As this happens, more and more Australian companies that issue regular bills and statements are giving their customers the BPAY View choice. BPAY View is rapidly becoming the standard for EBPP in Australia.

# Trends in electronic bill presentation and payment

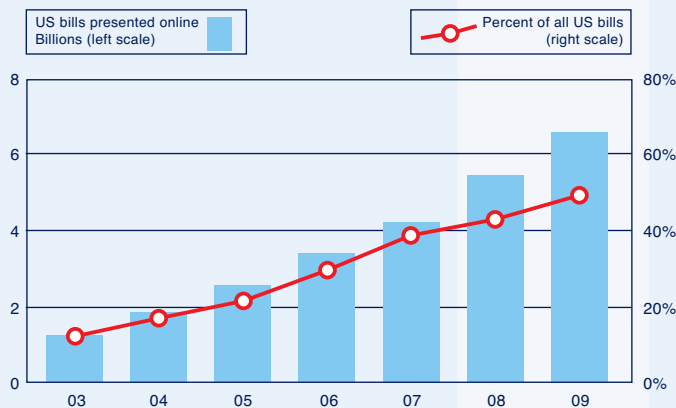
The rapid and widespread uptake of Internet banking among Australians makes a compelling case for BPAY View. As statistics show, there is now a critical mass of consumers using the Internet to access and pay bills online:

- Almost 5.5million Australians, or 34 percent of the total adult population now use Internet banking.



Source: ACNielsen, 2005

The trend for Internet banking and bill presentation can also be seen globally.



Source: JupiterResearch

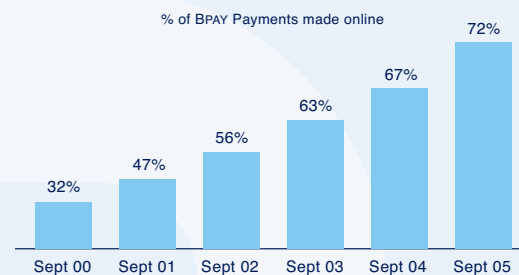
US research house JupiterResearch is forecasting that nearly 6.4 billion bills will be presented online in the US by 2009, which is more than half of all US Bills.

In Australia BPAY View is leading this trend: current figures suggest that by mid 2006 more than 4.9\* million Australians will be able to view and pay their bills through the BPAY View section of their Internet banking site.

\*Source: BPAY. The calculation is based in part on data reported by ACNielsen through its Australian Internet User Survey of regular Internet users, for the Australian retail banking market. (Copyright © 2003-2005, ACNielsen.)

The swift uptake of BPAY View is being driven by the rapid migration of consumers to broadband, as well as consumer preference for Internet as opposed to telephone banking. Data from market researcher TNS shows the use of telephone banking in Australia fell by 17 percent between 2002 and 2004, while use of Internet banking rose by 20 percent.

The increasing appetite for Internet banking can be seen in BPAY data. 72 percent of all BPAY payments are made online.



Importantly, customers using BPAY payments are increasingly signing up to receive their bills through BPAY View. Of those that currently use BPAY, 51 percent have indicated they are likely or very likely to use BPAY View, or are already using BPAY View.

On average, there are almost 10,000 new bills registered to use BPAY View each month.

**Can your business afford not to be part of the BPAY View phenomenon?**



## Why BPAY View? Benefits for billers...

BPAY View allows billers to cut costs, streamline processes and maintain control, all while improving service and relationships with customers.

### Cutting costs

The electronic delivery of bills allows BPAY View billers to significantly reduce postage and printing costs associated with paper bills. More importantly, call centre enquiries related to billing can be reduced if the biller can provide billing service information direct to the customer via the biller's web site.

Research indicates that the top 200 US utility companies could each save at least US\$10 million annually by allowing customers to manage their bills online or over the telephone.

Source: Insight Oct 2004, Edgar Dunn & Company.

By comparison, research and modelling by Edgar Dunn & Company in Australia estimates the cost savings for major Australian utility companies range from AUS\$1.4 million to \$7 million a year. These savings are gained through the implementation of electronic bill presentment and exploiting the customer self-service benefits and changes in payment method that follow.



### Improving cash receivables and credit systems

According to JupiterResearch\*, use of services such as BPAY View means billers experience shorter billing cycles, as well as better debt recovery. This is because viewing and paying a bill becomes part of the same process, encouraging consumers to pay outstanding bills more quickly.

Similar to the way in which many organisations offer a variety of payment options, BPAY View is about giving customers choice in how they receive their bills. BPAY View also works in a complementary fashion with a direct bill presentation model. It enables your business to manage the payment mix, and

migrate customers to the most efficient billing option for your business.

Source: Jupitermedia, Online Bill Viewing and Payment Forecast, 2004-2009

### Improving customer relationships

BPAY View is an ideal starting point for an online relationship with your customer base. The service taps into an important trend in customer relationship marketing: customer self-service allowing the customer to choose how and when to make a bill payment.

BPAY View is an excellent opportunity to drive traffic to your site and increase Internet interaction with your customers. It gives you the ability to increase cross selling opportunities, and increases the two-way flow of communication necessary to engender genuine customer loyalty.

At the same time, you retain control over the billing cycle, the content and presentation of bills, and the customer relationship; it can be thought of as the virtual post box enabling online interaction between the customer and biller.

Given BPAY View's reliance on electronic rather than paper bills, the service can also contribute to a biller's environmental commitments or corporate social responsibility programs.

### Accessing your customer base efficiently

As BPAY View is currently offered by over 40 of Australia's leading financial institutions, a critical mass of consumer demand for the service already exists with 51% of existing BPAY Internet users stating that they are likely or very likely to use BPAY View.

By June 2006 the number of financial institutions offering BPAY View will have increased to 105. This represents a 90% coverage of Australian consumer banking, making a persuasive business case for the implementation of BPAY View.

### Leveraging the secure environment of financial institutions' online banking services

Security is a key concern for customers performing electronic transactions over the Internet and BPAY View provides your customers with the reassurance that they are transacting within a secure online environment. As BPAY is part of Internet banking, consumers are also protected by the Electronic Funds Transfer Code of Conduct.

For customers, BPAY View provides **increased control** over the bill payment process, from within the secure location of their own Internet banking site.

## Why BPAY View? Benefits for customers...

### Easy access

Customers can access their bills from anywhere in the world, any time of the day or night through the BPAY View section of their Internet banking web site.

### View and pay from the one location

Multiple bills can be viewed and paid from the one location, a key advantage which saves customers precious time.

### A choice in how to pay

BPAY can still be used to pay bills received via BPAY View or your customers can use any other method you allow.

### Helps personal organisation

BPAY View reduces the mail pile up and allows your customers to have a summary of their bills and their due dates in one place.



## How customers register for BPAY View

Signing up for BPAY View is an easy process for your customers.

### Step 1

Your customer logs onto their Internet banking site.

### Step 2

Your customer elects to receive and view your bills in the BPAY View area of their Internet banking site. This requires the customer to run through a simple registration process, including the information you have requested as part of the registration process, so that you can authenticate your customer.

### Step 3

The customer's financial institution sends you the registration information and you approve (or otherwise) their request to receive bills through their Internet banking site.

### Step 4

The next time a bill is due, you or your BSP sends the summary bill information to BPAY View hub, which is forwarded to the customer's financial institution. At the same time, you or your BSP upload the detailed bill for customers to view.

Log onto Internet banking



Register for BPAY View



Billers authenticate and approve registration

### Next bill cycle

Billers or BSB  
send  
summary bill  
information



BPAY View  
Hub



Financial  
institution  
alerts the  
customer

It is a simple process that keeps you in control of which customers are receiving their bills electronically via BPAY View.



## How does BPAY View work?

For consumers, using BPAY View to receive and pay bills is as easy as accessing their Internet banking site. It's worth understanding the entire BPAY View process, from biller to consumer. Below are the typical steps a consumer experiences in using BPAY View once they have registered to receive a bill.

### Step 1

As with your normal billing cycle you send through the billing information to your bill service provider, BSP (or to the provider you employ for BPAY View). The summary bill information is then sent to the BPAY View hub and forwarded on to the appropriate financial institution.

### Step 2

Your customer is alerted by their financial institution that a new bill has arrived at their Internet banking site.

### Step 3

Once logged on to their Internet banking site your customer is able to view the summary bill at the BPAY View section within the site. Typically, the summary bill includes the name of the biller, a BPAY customer reference number, the amount due and the due date.

### Step 4

Your customer can then also click through to the detailed bill hosted on your site (or your bill service provider's (BSP) site). This provides an opportunity to drive traffic through to your site and allow you to further communicate with them.

### Step 5

Once the bill has been viewed the customer can then elect to pay or schedule a bill payment through BPAY, or any other payment options you provide.

Aside from the seamless interface between bill presentation and payment, the beauty of BPAY View is the choice it provides to your customers and the control it provides you.

Billing information to BPAY View Hub



Customer alerted they have a bill



Customer views bill summary



Customer clicks through to biller site for details of bill



Customer pays

## How do I implement BPAY View for my customers?

Becoming a BPAY View biller is a simple process:

1. Contact your financial institution to discuss the suitability of BPAY View for your business.
2. Taking into account best practices in electronic bill presentation in your industry, your financial institution and BPAY will work with your bill service provider to implement the service.
3. Implementation and testing will vary but generally can be done within a couple of months. The majority of the implementation will be managed by your BSP, minimising the demands on your time and resources.

BPAY is committed to partnering with our biller customers to ensure we understand their individual billing needs, making the transition to BPAY View as smooth as possible including:

- ▣ Working with you and your financial institution to assess the specific benefits of BPAY View for your business
- ▣ Assisting with implementation
- ▣ Supporting your marketing initiatives in encouraging customer adoption of BPAY View.

### **BPAY View authorised service providers**

You can find out more about BPAY View from your financial institution, at the BPAY web site [bpay.com.au](http://bpay.com.au), or through one of the following authorised service providers:

- ▣ CommSecure
- ▣ HPA
- ▣ Computershare
- ▣ QM Technologies
- ▣ E Com Industries
- ▣ Salmat

### **Industries that will benefit from BPAY View**

- ▣ Telecommunications
- ▣ Utilities
- ▣ Government
- ▣ Insurance
- ▣ Financial institutions
- ▣ Credit providers
- ▣ Service providers



## To find out more about BPAY View:

- Billers can contact their financial institution
- Financial institutions can contact BPAY.

## Visit [bpay.com.au](http://bpay.com.au) to learn about:

- Which billers support BPAY View
- Which service providers support billers and financial institutions.

### **BPAY Pty Ltd**

Level 6, 1 York Street  
Sydney NSW 2000

Tel: (02) 8252 0500

Fax: (02) 8252 0555

Web: [www.bpay.com.au](http://www.bpay.com.au)

Email: [info@bpay.com.au](mailto:info@bpay.com.au)



BPAY® and BPAY View® are  
trademarks of BPAY Pty Ltd

**ABN 69 079 137 518**