



# The BPAY Sales Training Program

August 2015

# Agenda



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# What is e-presentment?

# What is e-presentment?

## e-presentment:

“An Internet enabled system that allows Billers to deliver bills and documents to customers in an electronic form”



## Two main e-presentment models operate in the Australian market:

### Bill Aggregator

- **Bank Aggregator** - Bills are presented within Internet banking at Financial Institution websites, such as BPAY View
- **Non Bank Aggregator** - Bills are presented outside of Internet banking in a password protected central repository

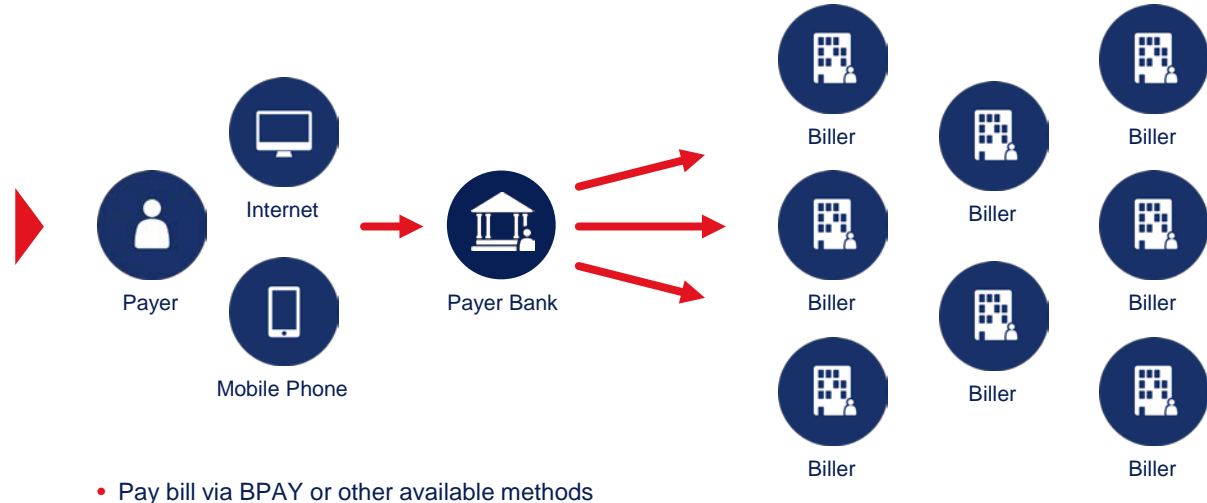
### Biller Direct

- Bills are presented at Billers' web sites or emailed by the Biller, as an attachment to customers

## Aggregation model – Internet banking (BPAY View)

### All Bills are viewed and paid in one place

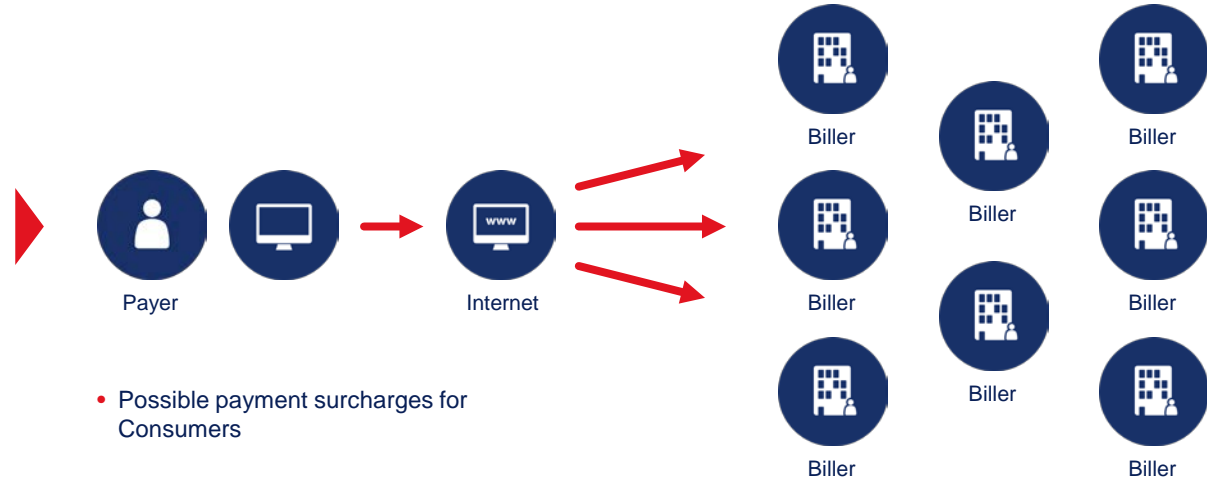
- Single User Interface to all available Billers
- View Summary Bill
- Click through to the bill service provider's web site to view detailed bill and access other services
- Use existing internet banking login to access bills



## Aggregation model – Non bank

### Bills can be viewed and paid from a non bank central repository

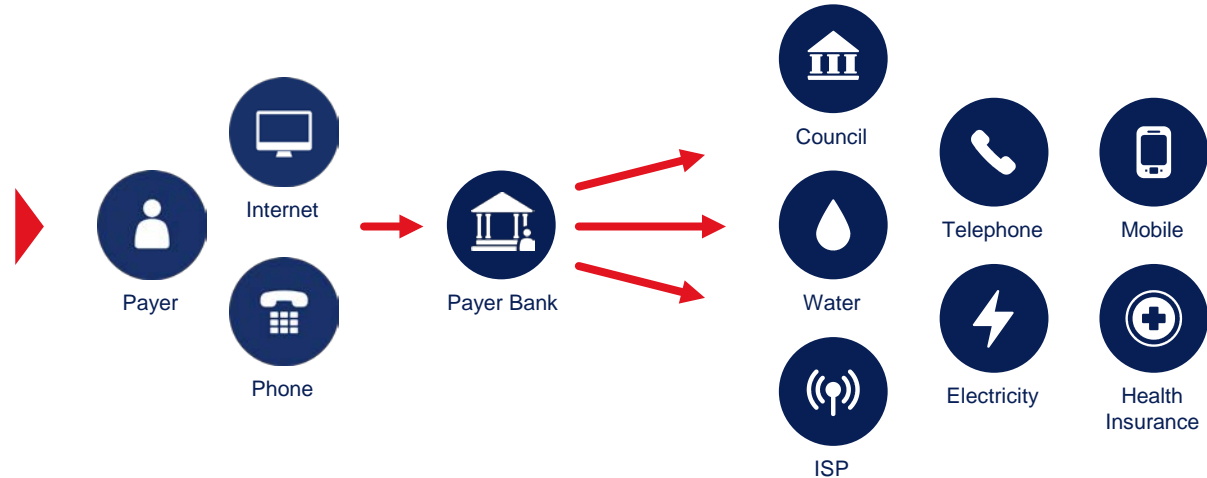
- User logs in with Username/password
- Click through to bill or service provider's web site to view detailed bill and access other services



# Biller Direct Model

## All Bills are viewed and paid in one place

- Bills are emailed to the customers as a PDF or a link
- Customer then logs into Biller's site to view bill and make payment
- Customer can access other Biller services
- Each site requires username/password





## e-presentation can reduce Biller's Costs

Non electronic cost examples		e-presentation
Printing, enveloping and posting a one page document	▶ For a medium sized organisation can be between \$0.85 and \$1.10 per bill	Approximate cost of \$0.50 per transaction
Over the counter transactions	▶ Typically over \$2.50 per transaction	Not applicable
Cheque transactions back office, dishonour costs	▶ Can be \$5 to Biller depending on their agreement with Biller Institution	Not applicable





# e-presentment Benefits Summary



## Benefit



## Description

Biller cost and time reductions

- No requirement for printing, postage and paper
- Lower cost payment transaction
- No requirement to develop and maintain a customer email database

Customers pay bills earlier

Receiving the funds earlier leads to improved cash flow

Cleared funds overnight

Once the payment is made the funds are there, no issues with dishonours

e-presentment can be implemented as a 'service'

Eliminates the requirement for significant investment in software, networks, firewalls etc.

Improve customer relationships

Provides a modern, easy to use and customer focused bill payment option





# BPAY View Summary

BPAY View enables your customers to receive, view, manage, store and pay their Bills from within the security of their Internet banking environment anytime, anywhere\*\*.

## Customers register within their Internet/mobile banking environment to receive bills and documents electronically

- The Biller is charged a presentation fee per billing cycle, per registered customer
- Customer can print the document if they wish and most Billers stop posting paper bills to the customer on receiving their registration for electronic presentment
- Documents remain viewable for up to 18 months at the Biller's discretion
  - Can view their documents as many times as they wish

## There are significant cost benefits that accrue to the Biller associated with use of BPAY View

### BPAY View File Exchange

- A simpler way for Billers or their Printer/BSP to link to the BPAY View Hub

### A new BPAY View pricing change is in effect

- BPAY View Registration rebate for each new Registration

\*\*BPAY is accessible anywhere and anytime you have access to your online, mobile or phone bank.



## BPAY View Today



57 financial institutions offer  
BPAY e-presentment,  
with 262 Biller Codes

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1.1 million active bill  
registrations as at end  
July 2015

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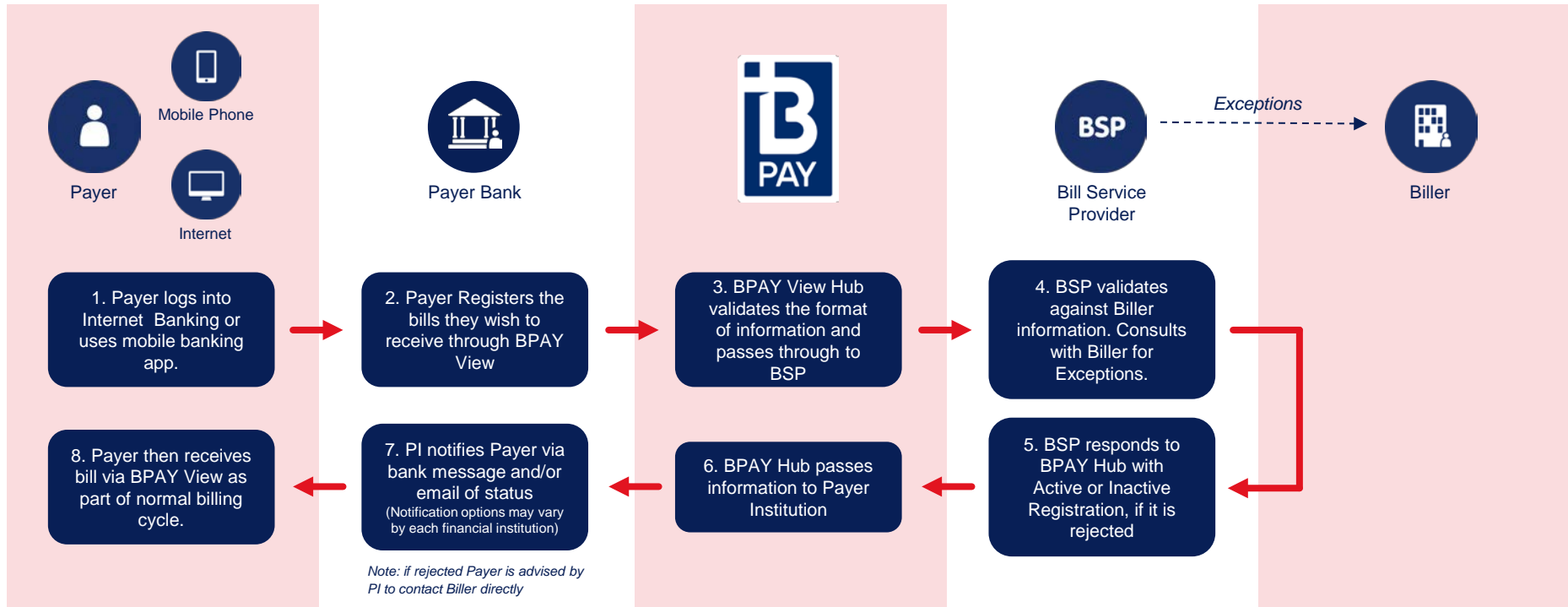


Approx. 400k summaries  
delivered  
each Month

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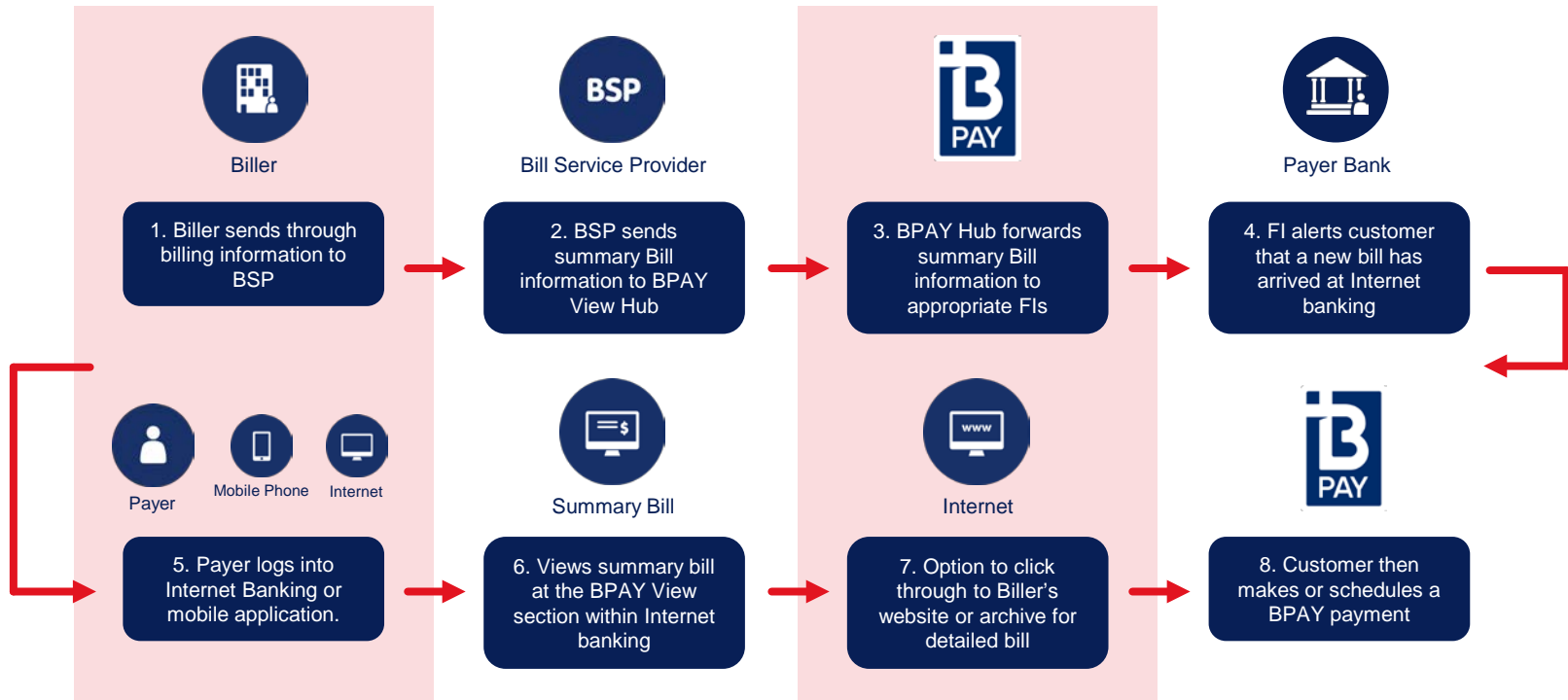


# BPAY View Registration Process





# BPAY View Customer experience



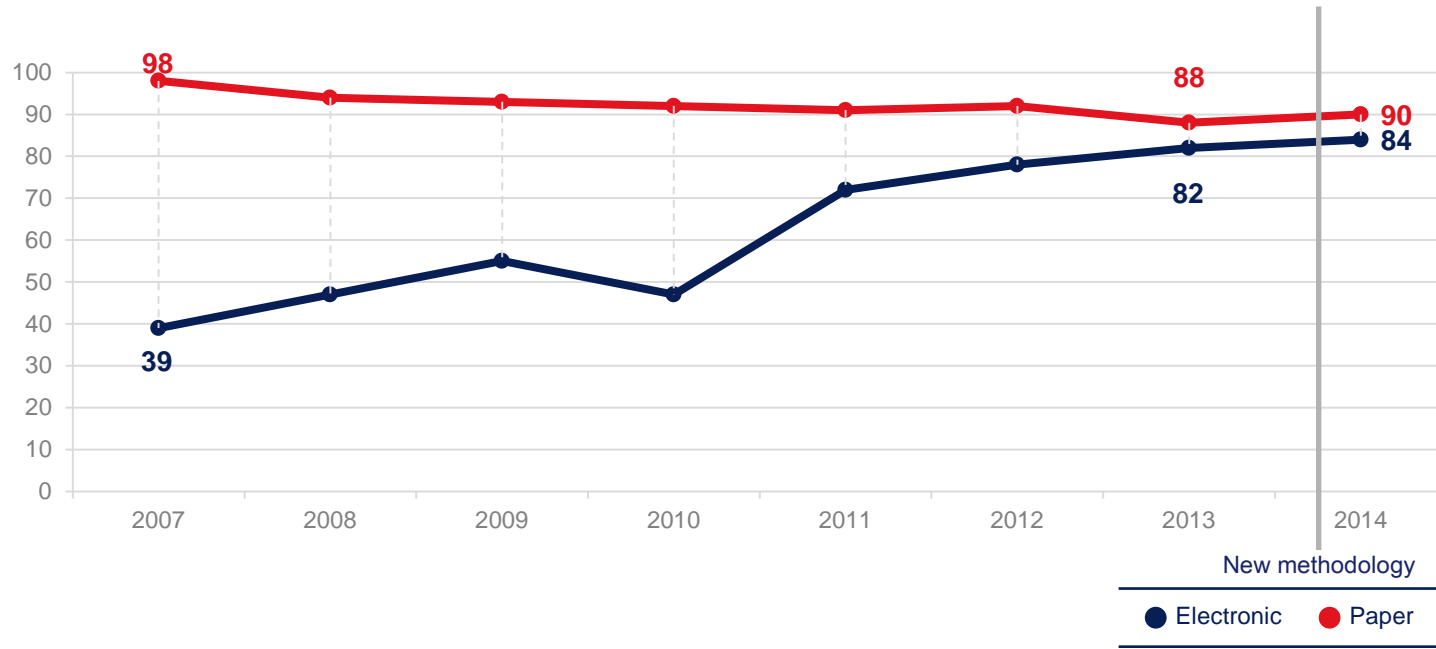


## It's not just about bills

- Billers can use e-presentment to deliver a wide variety of documentation to their customers:
  - Certificates
  - Statements
  - Correspondence
  - Newsletters
  - Notices
  - Reports, Agreements
  - Terms & Conditions
  - Product Disclosure Documents
  
- Delivery is effected overnight, secure, traceable and at substantially reduced cost

# Paper and e-presentment usage is at a cross roads

Growth in uptake of electronic presentment has gained momentum in the last few years



Source: BPAY Usage and Attitude Study 2014





# The BPAY View Value Proposition



# Financial Institution Value Proposition

**BPAY View** enhances relationships with consumers and Billers by providing an integrated bill presentment and payment service offering value added features that leverage Internet banking.

## Improved customer experience

- Provides a rich, frictionless transaction banking customer experience
- Enhances relationships with billing clients by providing an integrated receivables solution
  - reduces investment required for IT software, infrastructure & support and provides access to product innovation

## Increased traffic and repeat business

- Increases traffic to FI's Web Site and Internet Banking
  - Strengthening the FIs position as trusted Financial portals
- Encourages repeat business (brand loyalty) and client "stickiness" to the FI



# Financial Institution Value Proposition

**BPAY View** enhances relationships with consumers and Billers by providing an integrated bill presentment and payment service which offers value added features that leverages Internet banking.

## Growth in revenue and potential cost reduction

- Increases the value to Internet banking customers by offering an additional service
- Growth in income streams from bill presentment services and growth in payment transactions
- No need to have stored value account outside of banking system
  - Retention of deposit funds
- Shared industry infrastructure will reduce the costs of enhancing and maintaining the service
- Provides opportunity for cost savings for statement issuing (e.g. credit cards, account statements, loan statements, superannuation, pay slips)



# Billers Value Proposition

**BPAY View** reduces billing costs and accelerates payment receipts enabling Billers to offer their customers a popular, easy to use and more convenient payment method.

## Cost savings

- Cost savings from providing electronic bill presentment and payment services
  - Reduced cost of printing, postage & delivery
  - Reduced cost of electronic payment transaction compared to other payment methods e.g. cheque, over the counter, credit card
  - Reduced operational cost by providing the customer with links to Self Service capabilities as part of the detailed bill, resulting in reduced customer queries/complaints and better retention opportunities
  - Allows Billers to utilise existing FI infrastructure - reduces capital investment required for IT software, infrastructure & support and provides access to product innovation
  - The Biller is not required to create and maintain an email database

## Environmental benefits

- Environmental benefits through reduced paper and printing



## Billers Value Proposition

**BPAY View** reduces billing costs and accelerates payment receipts enabling Billers to offer their customers a popular, easy to use and more convenient payment method.

### Improved customer relationships and opportunities

- Enables enhanced customer relationships through value added service leading to improved customer satisfaction

*87% of BPAY View users, found it easy or extremely easy to use: 2014 BPAY U&A Study*

- Provides a rich information and communication channel to customers for new business / targeted marketing opportunities while retaining branding control over presentation and content of detailed bills
- Billers can take advantage of a 'ready market' that has been created by Financial institutions (BPAY View is supported by 57 FIs covering ~ 94% of BPAY Payers)



## Billers Value Proposition

**BPAY View** reduces billing costs and accelerates payment receipts enabling Billers to offer their customers a popular, easy to use and more convenient payment method.

### Improved cash flow and receivables

- Integrated presentment and payment, reduces defaults and improves cash flow/clear funds with no dishonoured payments
- Customers pay faster when using electronic billing leading to the Biller receiving funds more quickly

*On average BPAY View users pay their bills a week before they are due: BPAY Usage and Attitude Study 2014*



# Consumer Value Proposition

Receive, view, pay and store bills within your secure Internet and mobile banking environment

## Improved Financial Organisation and Control

- Better management of bills, including reminders and notifications helps avoid bills being lost in the mail and late payment penalties, providing greater control
- Ability to view both bank accounts and bills at the Internet banking site (not a remote payment) and a link to BPAY payment from the bill summary provides a seamless integrated process providing better Financial management

## Save time and Money

- Pay anytime/anywhere, with the convenience of reduced and streamlined paperwork

## Convenience and Choice

- Can choose when to pay (now or scheduled payment), how to pay (choice of account) and amount to pay without disclosing banking details or relinquishing control

## Greater Confidence

- Documents are viewed within the trusted environment of Internet Banking which provides security to customers privacy, documents and summaries



# Implementation





# The BPAY View implementation process

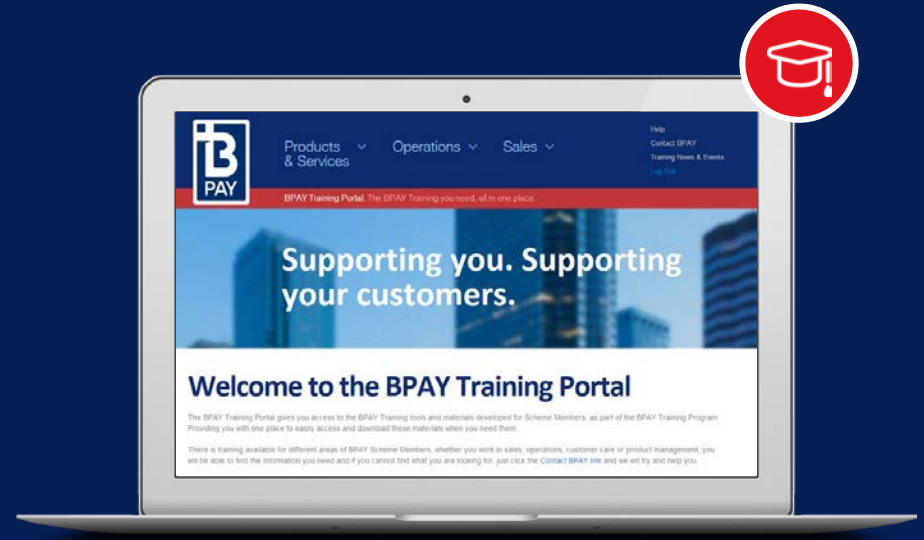


Stage	Key components and activities
Initiation and planning	Project kick off and implementation planning. Procurement (build or buy) decision for the necessary system components required. Administration processes including biller agreement, registering plans with BPAY.
Implementation	Acquisition, development and installation of any software and hardware components required.
Integration testing and Certification	Reviewing technical capability and testing connectivity and functional processes. This testing ensures your implementation conforms to the messaging, technical operating, data protection and privacy requirements of the BPAY Scheme.
Cut-over	Following successful integration testing you will be able to cutover to the live BPAY View platform. This involves some final administrative and technical steps.
Ongoing operation and promotion of the service	Handover to routine operation and service management processes. Consumer promotion of the service.

# Where to get help and more information

## The BPAY Training Portal is a 'one stop shop' to access the BPAY Training:

- Accessible from the Member area on [www.bpay.com.au](http://www.bpay.com.au)
- Obtain your username/password from your BPAY Product Manager
- Provides Product, Sales and Operations training
- All materials can be run within the portal or downloaded, including:
  - Power point Presentations
  - Quick Reference Guides
  - BPAY Training Tutorials
  - Sales Training e-learning modules for BPAY View and Master Biller
  - BPAY View Biller Sign-up process module
  - BPAY View Business Case Calculator tool
  - Operations 'How To' Guides  
*(Step-by-step Guides to all key Operations tasks)*



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