Heartland

Bill Pay
the Modern Way

Improving business outcomes by providing payment options consumers prefer.

A Day in the Life of Consumers

How busy are your customers on an average day?

Do most of them lead leisurely lives that allow for hours of self-reflection time, or are they likely juggling multiple activities and just trying to keep up with a hectic schedule?

Research indicates the majority of adults fall into the less-idyllic category. And the results of this lifestyle are not overwhelmingly positive.

Adults who said they are usually trying to do two or more things at once[1]

People who reported feeling too busy to enjoy life sometimes[2]

The hustle and bustle of daily life has people perpetually on the move, and this ever-present crunch for time is helping to **propel bill payments in a digital direction**.

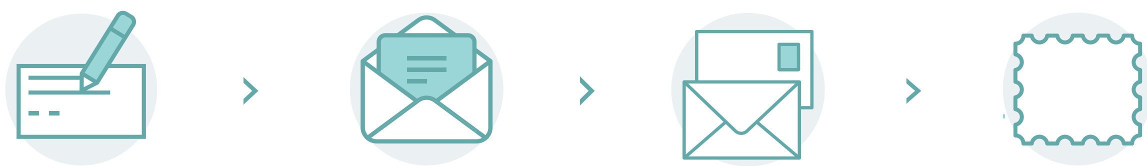
Global digital payments market:

2017
$**3.1** trillion[3]

2020
$4.7 trillion[4]

The New Payments Landscape

If a person has to write out a check, stuff an envelope, find a stamp, mail the letter — or worse, load up the car, drive to a brick-and-mortar location, get out, go in, make a payment, return to the vehicle and finally drive back — what are the chances of that bill getting paid on time?



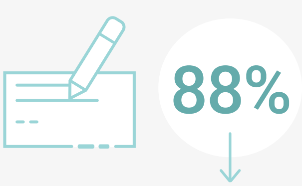
After all this, the business may have to wait three days or more to receive the payments in the mail before employees can manually process them — one by one.

How does this setup benefit anyone involved?

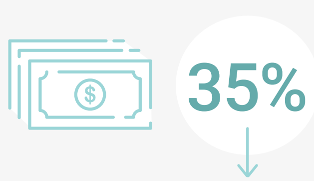
Simply put: **It doesn't.**

To this end, the decline of paper checks and cash to pay bills is not surprising, nor is it breaking news. For years, the once prominent payment forms have taken a back seat to newer, more convenient ways to pay.

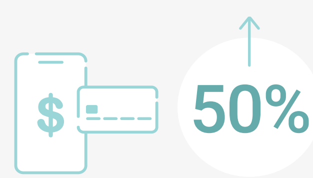
In 2000, **checks** accounted for almost 60% of payments by number, compared with less than 7% in 2018 — an 88% decrease.[5]



In 2012, **cash** accounted for 40% of payments by number, compared to 26% in 2019 — a 35% decrease.[6]



The global **digital payments** market grew by more than 50% from 2017-2020.[7]



To keep up with all their obligations, people want and need a variety of payment options that work with their busy lives.

How Payments Drive Success

Billing and payment interactions play a big role in customer satisfaction because they are the most frequent consumer touch points for businesses.

5.7x Brands with outstanding **customer satisfaction** bring in 5.7 times more revenue than competitors with subpar experiences.[8]

However, many organizations are not offering the bill payment services that consumers want.

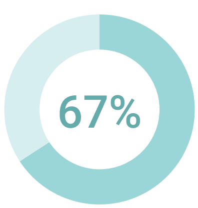
Consumers who prefer to use debit and credits cards[9]

80%

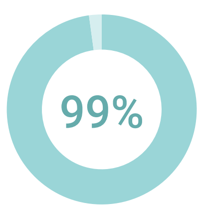
People who pay their bills via electronic, debit and credit card transactions[10]

68%

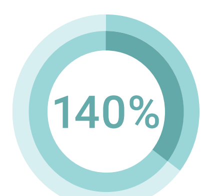
And it's not just younger people who expect digital options and other convenient payment methods. Americans of all generations are adopting technology at a growing rate.



Adults ages 65+ who go online[11]



Millennials who use the internet[12]



Increase of smartphone ownership since 2011[13]

Meet Customers Where They Are

No matter what industry a company serves, getting paid on time is crucial. But how do your customers think and feel about your business when making those payments?

Where can you provide a positive experience in the face of a negative, like a root canal or a forgotten utility payment?

To meet customers where they are and help drive future business success, leaders are looking to a suite of technology with advanced capabilities.

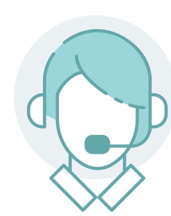
For every situation, Bill Pay from Heartland has a payment solution. The integrated system offers paperless, web-based options in addition to facilitating real-time transactions and providing robust reporting via the online site. With multiple ways for customers to conveniently make payments, everything runs smoothly — reducing overall costs and improving consumer satisfaction.

All the ways customers want to pay.

Online

In Person

Automated Phone



Live Agent

In one easy-to-use system.

Online

Businesses can easily dive into the digital world using a simplified invoicing system on a hosted payments page. Customers receive electronic invoices via email and can quickly make payments online through any internet-connected device. The system comes with recurring payment functionality and eliminates dependency on remittance checks via snail mail.

In Person

With multiple terminal options and a mobile app for easy on-site payments, businesses can accept all major credit cards and debit cards while remaining fully PCI compliant. Fee-based transactions keep costs low and easy to manage. Heartland offers wireless terminals, versatile countertop point-of-sale systems and an app-based solution to cover all in-person transactions.

Automated Phone

An interactive voice response system powered by leading technology makes automated phone payments quick and contactless. When customers can't stop by a physical location or log in online, a fast phone call helps ensure important bills don't go unpaid. The toll-free line is available 24/7 and can be customized to fit an organization's unique needs.

Live Agent

Helpful representatives accept payments and answer questions with a focus on excellent service. The support team is available through a toll-free number and provides a key contact point for billing and payments – the most frequent consumer touch points. Merchants also have a direct line for live assistance and never have to navigate a phone tree to reach product support.

Features, Functions and Flexibility

Ala Carte – Mix and match the solutions that work best for an organization's unique needs.

Security – A level I, II and III PCI-compliant platform with complimentary tokenization services.

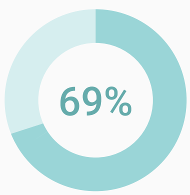
Data – Comprehensive and flexible reporting features customizable cadences.

Integration – Operate through the Heartland UI or integrate Bill Pay into an existing system.

Benefits of Bill Pay

Reduced Cost

- No paper statements leads to reduced material costs
- Getting paid faster improves cash flow



businesses that listed cash flow as biggest threat[14]

Improved Security

- Tokenization services eliminate the need to handle customer data
- Reduced PCI scope with level I, II and III data

$500,000

amount of fines possible per security breach incident if not PCI compliant[15]

Omnichannel Options

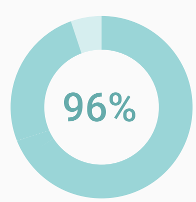
- Boosts administrative efficiency with one billing and payment platform
- Provides flexibility for busy lives leading to happier customers

$335 Billion

financial loss in the U.S. due to manual administrative burdens[16]

Personalized Support

- Dedicated product support from people who know the business
- Improves the customer experience and satisfaction ratings



consumers who say customer service is important in their loyalty to a brand[17]

Who Needs Bill Pay?

Industry leaders trust Bill Pay from Heartland to provide the payment and billing solutions needed by their large, multi-faceted organizations.

Government

Collect fees and other charges for courts, municipalities, commissions, taxing entities and utilities.

Auto and Insurance

Streamlined payment options for dealer service centers, auto financing and insurance companies.

Medical

Billing services for small practices, large health systems and everything in between.

Property Management

Residential and commercial management, including HOA accounts.

The Heartland Difference

Every organization Heartland serves has unique needs, and we understand the important part our products and services play in the success of our customers.

From the implementation team to product support, our experts help ensure a smooth payments process while continually challenging themselves to be even better than they were the day before.

Innovation is rarely easy, but when it's time to get to work and overcome obstacles, Heartland knows how to meet any challenge head on. And Heartland customers like Interware Development agree.

"We appreciate that Heartland gets the right people involved to make things happen, pulling in technical people who answer our questions. We're just finishing up our PAX A920 mobile payments rollout, and we're very excited."

Sandy Rowe

President

Interware Development

"Everyone's attitude at Heartland is just so positive. They've been very open to working with us."

Amanda Trubacz

Operations Supervisor

Interware Development

"Heartland pushes data to us so we can provide more complete records to our customers. It really eases up the reconciliation process, which is a big deal."

Gary Conley

Chief Technology Officer

Interware Development

Word on the Street

How an enterprise developer drives operational efficiencies with Bill Pay

A long-term customer of Bill Pay from Heartland, Interware Development was an early-adopter of digital technology. Before many others, Interware leaders knew internet's inherent power would forever change the way governments conduct business.

The company now provides online and in-person payment and billing solutions to hundreds of municipalities in several states, always holding true to its creed: Making government more efficient for all of us.

The Heartland partnership has helped Interware accomplish its mission by streamlining workflows and proactively finding solutions for every situation.

> "From an innovation perspective, Heartland definitely goes above and beyond," said Amanda Trubacz, operations supervisor at Interware. "They're actively searching and seeking out these innovative approaches that they can then offer to us. I think a lot of the other companies are relying on the vendors to come up with that."

One of the bigger challenges to overcome involved EMV payments. Interware wanted to provide the chip-based technology to improve security but the certification process was cost-prohibitive for the company. Piggybacking on Heartland's certification presented a compliant resolution.

> "We do a lot of over-the-counter credit card processing for our cities, and Heartland gave us the ability to process EMV that took us out of the certification process," Trubacz said. "That's something that other payment processors don't provide, and it was instrumental in moving us forward with that security feature and processing."

With hundreds of merchants to manage, Trubacz and her team rely on Heartland's award-winning product support department to handle any issues and answer questions promptly.

> "I love the product ops team, and they are very timely," Trubacz said. "They're not passing us around. They get us answers and solutions. All of these things help us in our day-to-day work to support, process, facilitate and operate more efficiently and effectively for our customers."

The Payoff of Bill Pay

When customers have simple payment solutions, bills are more likely to get paid on time. It's unlikely that the pace of life will slow, but speeding up time-consuming processes can give everyone a little more peace of mind.

With Bill Pay from Heartland, customers and companies alike can rest assured knowing payments will be processed on time through a system that's easy-to-use for everyone.

Let's get going with billing and payment solutions that benefit you and your customers!

billpay.Heartland.us

Sources

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[2]ibid.

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