

Selling Recurring Payments to Your Customers

Your complete marketing and communications guide.





MasterCard gives you the tools you need to help your business grow.

**Automatic bill payments are good for your business...
and your customers.**

Automatic bill payments by payment card are great for your business. They improve cash flow and reduce your costs. But they're more than an accounting tool. Automatic bill payments can help build customer loyalty because customers appreciate the convenience of being able to charge their regular bills to their MasterCard accounts. And that's a good reason to move automatic bill payment to the forefront in your business.

In this brochure, you'll find a step-by-step program and comprehensive advice to help you build and market a successful automatic bill payment communications program.

5 keys to a successful automatic bill payment program.

1. Brand your automatic bill payment program.

It can be as simple as Automatic Bill Pay, or a name that also incorporates your brand image. A brand name says the program is a customer benefit, not merely an accounting function.

2. Have a written plan.

Develop and stick to a clear, realistic plan and timetable to reach your goals.

3. Understand your target audience.

Not every customer will choose to participate in your automatic bill payment program. Those who participate tend to be busy, successful people who don't have a lot of spare time. When you market your automatic bill payment program, keep this customer in mind and be sure to focus on how fast and easy it is. For example, customers who opt to receive their bills electronically versus on paper are good targets.

4. Use multiple forms of communications.

Different customers respond to different messages. And most people will need to hear about the program several times before they are ready to respond. So communicate, communicate, communicate! MasterCard provides electronic templates of bill inserts for you to download. In addition, this guide includes statement messages, on-hold messages, Website ads, customer service guidelines and more.

5. Measure your success.

Set specific goals and regularly monitor your performance.

Sell your program at every opportunity.

MasterCard supports your sales efforts throughout all your client touch points.

1. Communicate clearly.

Communicate both the facts and the benefits to your customers. This guide includes statement messages and other materials to help you inform and educate your customers.

2. Customers need to be asked.

All messages need to clearly invite customers to take the necessary action to enroll or to learn more. Be sure there's a call to action in every communication.

3. Make it easy.

Make sure your enrollment or sign-up process is clear and simple. MasterCard has created materials to help you enjoy significant gains.

4. A competitive edge.

A program that makes it easy for customers to pay makes it easy for customers to do more business with you. Automatic bill payments mean greater customer loyalty and sales potential. Plan to take advantage of that competitive edge.



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3 keys to a successful automatic bill payment program:

- Make it clear
- Make it simple
- Make it easy

educate

Compelling print materials turn every contact into a sales opportunity.

Hardworking invoice and statement messages.

Every month, you have opportunities to educate customers about your program – often at little or no cost to you. Whenever you send an invoice, statement, letter or other written communication, add a sentence or two about your automatic bill payment program.

You can even customize these messages to your business.

Sample Statement Message #1

We now offer automatic bill payment at no extra charge. Use your MasterCard credit or debit card. Call us at xxx-xxx-xxxx or visit www.xxxxxxx.com (your Website name) to sign up.

Sample Statement Message #2

You're such a good customer, we think you should stop sending us checks! You can now pay your bill automatically with your MasterCard credit or debit card. Call us at xxx-xxx-xxxx to sign up.

Sample Statement Message #3

Do you hate paying bills? Let us handle it automatically! Call us at xxx-xxx-xxxx and sign up to pay your bill automatically using your MasterCard credit or debit card.

Powerful, timely statement inserts.

A statement insert reaches your customers when they're most receptive to the automatic bill payment story. You may download electronic templates of statement inserts including a version with a pre-authorization form. Just customize them with your logo and other company information and take them to your printer.



Persuasive newsletter articles.

Customers who read your newsletter are genuinely interested in facts about your business. That's why an article in your newsletter is a great way to educate customers about automatic bill payment. You can run this article just the way it is, or customize it for your program.

Sample Newsletter Article

Automatic Bill Payment Saves Time for Busy People

If writing checks is at the bottom of your list of fun things to do, you'll be interested to learn that lots of people have simply stopped paying their bills. And these are some of our very best customers! They've switched from check-writing to automatic bill payment.

With automatic bill payment, we simply charge your MasterCard credit or debit card each month. Your payment will always be on time, so you'll avoid being charged late fees. You'll save on stamps and checking fees. And if your card has a rewards program, you can even earn points/miles while you enjoy the convenience of automatic bill payment!

It's really easy. You sign a form that authorizes us to charge your regular bill amount to your MasterCard credit or debit card on the bill's due date. After that, it's all automatic. Your monthly MasterCard statement will indicate your payment to us, including our name and the amount of your bill. You will also continue to receive a monthly bill detailing all of your charges before your MasterCard account is charged.

To find out more, call us at xxx-xxx-xxxx or visit www.xxxxxxxx.com (your Website name). Automatic bill payment is fast, it's easy, and it's a great way to simplify your busy life.



3 ways employees can drive your success:

- Understand the program
- Recognize its value
- Customer contacts are opportunities to sell the program

persuade

Employee enthusiasm is your program's best sales tool.

Everyone in your company can help make your program a success.

Every time a customer contacts your company, you have an opportunity to sell automatic bill payment. Make sure all your employees – sales, service, repair, customer service, accounts receivable – understand how important the program is to your business, so they'll be sure to persuade customers to sign up.

On-hold messages that inform and persuade.

You probably already realize that on-hold messages are free advertising. Add messages about automatic bill payment to your mix of on-hold messages. Customers can ask employees about the service as soon as their call is answered. Here are some sample messages that can run as is, or you can customize them to your program.

On-hold messages that inform and persuade.

<i>Sample On-Hold Message #1</i> Did you know we now offer automatic bill payment? We can charge your monthly payment to your MasterCard card automatically. Signing up is easy. Your sales representative can tell you how.	<i>Sample On-Hold Message #2</i> Have you signed up for automatic bill payment yet? It's a great way to save time. Instead of writing and mailing a check every month, you can pay your bill automatically with your MasterCard card. Your sales representative can tell you all about it.	<i>Sample On-Hold Message #3</i> You'll have one less thing to worry about when you sign up for automatic bill payment. You'll never have to write us another check. Instead, we'll automatically bill your monthly payment to your MasterCard card. Want to know more? Ask your sales representative how.
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Make sure your employees understand your program – and its benefits.

Make sure all employees understand your program and its benefits and can explain them to customers. Training should include:

<i>How the program works:</i>	<i>Customer benefits:</i>
<ul style="list-style-type: none">● Name of program● How customers sign up● Day of month card is charged● Amount(s) that can be charged● How long it takes to activate service● How to discontinue service	<ul style="list-style-type: none">● Peace of mind● Convenience● No late fees● Saves time● Saves money (fewer stamps and checking charges)● Earn rewards (if customer's card offers them)

Boost sign-ups with a short-term employee incentive program.

If you already use an incentive program to motivate customer service employees, consider adding your automatic bill payment program.

If you don't have a program already, you may want to consider a short-term program. It's a great way to keep the program top of mind for employees, and it can help you reach an ambitious goal. Just add a space for an employee name or number to your sign-up form so employees can get credit for each sale they make.

Prizes don't have to be costly. Top prizes might include savings bonds, gift cards, gift certificates to local restaurants, or a very popular incentive, a paid day off for the top winner.



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4 keys to reach tech-savvy customers:

- E-mail sales messages
- Website sign-up
- E-mail courtesy communications
- Online account management

connect

Use the Internet to grow your program.

Market aggressively to your tech-savvy prospects.

The Internet is a powerful marketing tool for many businesses. And because people who sign up for automatic bill payment tend to be more “wired” than most, you will want to tap the Web’s full potential when you market your program.

Make your Website work hard for you.

- Provide a full description of your automatic bill payment program on your Website.
- Add a text link to the description on every page. You never know when a customer will be interested. The link should connect to a full explanation of the program.
- Create a small banner ad that includes the MasterCard logo to attract attention. Put the banner ad on your home page and all other pages where prospects are likely to go, like your bill payment page, customer service page and service sign-up page. The banner ad should link to the page with the full description of the program.
- Add an e-mail customer service link to your program description so customers can ask questions by e-mail.
- Mention your customer service phone number prominently in case customers have questions and want to talk to a real person.
- Prominently include information about how to cancel automatic bill payment.
- Don’t use a pop-up ad. Even though they attract attention, customers don’t like them and many security programs block them.

Make your Website work hard for you.

Sample Banner Ad #1

Pay your bill *automatically*

...with your MasterCard card. **Find out more!**

Sample Banner Ad #2

No checks. No stamps. No problem.

Pay your bill automatically with your MasterCard card.
Find out more!

Sample Banner Ad #3

Automatic bill payment is here!

Now you can pay with your MasterCard card.
Find out more!



Sign up customers online.

- Let your existing customers sign up for automatic bill payment online.
- If new customers enroll for your service online, add automatic bill payment as an option with the initial sign-up.

Let customers manage their accounts online, too. Customers should be able to cancel their automatic bill payment to go back to checks, discontinue their service with your company or even update MasterCard account numbers or expiration dates online.

Harness the power of customer e-mail.

The huge volume of spam has changed the way we all feel about e-mail. But in a mailbox full of questionable offers, a communication from a trusted source is all the more valuable. When you e-mail your customers, be sure to identify yourself clearly in the sender description and subject line.

- If you already maintain a customer e-mail list, send an e-mail to all your customers offering your automatic bill paying service.
- Ask for an e-mail address during sign-up – even when customers sign up over the phone. Promise to use the e-mail address only to provide additional customer service.
- Send an e-mail to let customers know when you have charged their card each month.
- Send an e-mail to remind customers when their MasterCard cards are nearing expiration, so they can update them.

The facts about FAQs

A Q&A format is a very effective way to explain just about anything. You may want to add a list of frequently asked questions (FAQs) to your Website or other communications. Here is a starter list of questions; you can add others that cover specific details of your program.

What is automatic bill payment?

Your bill is paid automatically, on the same day each month, by charging it to your MasterCard card.

How do I sign up?

You can sign up at www.xxxxxxxx.com (your Website name), or you can call customer service at xxx-xxx-xxxx.

What are the benefits of automatic bill payment?

Your bill will always be paid on time, even if you're on vacation. You can't forget to write a check or mail it and you may save checking charges too. You'll avoid being charged a late fee.

If your MasterCard card has a points program, you'll earn rewards every time your bill is paid automatically.

What if I change my mind?

You can always go back to standard billing. Just call us at xxx-xxx-xxxx or go to www.xxxxxxxx.com (your Website name).

Where can I find out more about automatic bill payment?

You can call us at xxx-xxx-xxxx or go to www.xxxxxxxx.com (your Website name).

What if my MasterCard account information changes?

You need to update your information whenever you receive a card with a new account number or expiration date. If you provide an e-mail address, we will send you a reminder about 15 days before your card is set to expire, or you can simply update your card information by calling us at xxx-xxx-xxxx or going to www.xxxxxxxx.com (your Website name).

If your MasterCard card is lost or stolen, your card number will be canceled, and you'll receive a card with a new number and expiration date. Be sure to update your automatic bill payment service with your new account information as noted above.



Build strong customer relationships with a well-managed program.

A successful automatic bill payment program is up to you

- Commitment and planning
- Employee training and enthusiasm
- Frequent customer communications

Great customer service is like money in the bank.

An automatic bill payment program is an excellent way to improve cash flow. But the long-term benefit is increased customer satisfaction and loyalty. And that should result in greater profitability. To make sure your program delivers, focus on the customer relationship.

6 ways to build profitable relationships.

- 1** Use every opportunity to get the word out. You may think the benefits of automatic bill payment are obvious, but your customers have busy lives. They may not even realize you're talking to them until the third or fourth message they see!
- 2** Make sure customers understand what they are agreeing to
 - Amount that will be charged
 - Day of the month the charge will be made
 - How often charge will be made (monthly or quarterly)
 - What billing cycle the charge will start, if not immediately
- 3** Provide written confirmation of payment. Send a statement, noting the date the payment will be billed to the MasterCard account and showing a "Do Not Pay" message. Or, send an e-mail whenever the payment is made. This is also an opportunity to communicate with customers about new products and services that they would normally learn about through bill inserts.
- 4** Help customers remember to keep their MasterCard account information current. Payment cards have expiration dates. You don't want a good customer to miss a payment because of an inadvertently expired card. Don't expect customers to remember to update all of their billing relationships without a reminder. Instead, you can e-mail customers about 15 days before their card is set to expire so they can update it. Or you can mail them a reminder (without mentioning their card number, of course).
- 5** Handle discontinuation requests promptly. If a customer decides to discontinue automatic bill payment, be sure to explain clearly how long it takes to cancel (for example, two billing cycles). If a customer cancels your service completely, always remember to check if he or she has set up automatic bill payment, so you can discontinue it.
- 6** Keep customers' personal and card information secure. Also keep their e-mail addresses private. If your employees aren't used to handling sensitive customer data, you'll need to train them in new security procedures.




inform



educate



persuade



connect



**Today is the day to
start your program.**

MasterCard wants your automatic bill payment program to succeed, and this guide includes all the tools you need. We encourage you to start planning for your success today.

