

# BENEFITS OF EIPP

## Cost Savings

EIPP saves companies **40-50¢** per bill



The reduction in cost by using EIPP results in **30%** increase in sales



It costs companies

**6-7**

times more to acquire a new customer than to retain a current customer



Paper Invoices and Call Center Servicing cost from **2-50 times** more than EIPP

## Content Delivery



**60%** of consumers use mobile devices to conduct financial transactions



**Over 273 Million**

people in North America use the internet on a regular basis

## Enhanced Marketing



**Nearly 100%** of transactional documents are opened by customers.

Utilizing white space on statements to house targeted marketing promotions results in messages customers are **10 times** more likely to be read.



The average consumer spends **3 minutes** reviewing bills and statements

## Customer Retention



**10-40%** of all invoices are disputed

**EIPP** reduces time and errors in payment



## Decreased DSO



When customers receive invoices via EIPP, they typically pay **20 days** faster

## Insurance Industry Example



**75% Drop** in administrative costs



**85%** adoption rate



**\$12-15 Million** in savings

