

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 Billion

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

