

ACI Worldwide Drives 30 Percent Increase in Customer Engagement by Revolutionizing the Bill Pay Experience

Adding videos and actionable offers to eBills can drive profitable customer relationships

NAPLES, Fla.--(BUSINESS WIRE)-- [ACI Worldwide](#) (NASDAQ: ACIW), a leading global provider of [electronic payment and banking solutions](#), today announced new and advanced capabilities within its market-leading [bill payment platform](#), UP Bill Payment Solutions, that elevate customer engagement by 30 percent.* To spark revenue growth and cost reduction, UP [Bill Payment Solutions](#) now feature videos and actionable offers embedded in electronic bills (eBills).

Competition to win customers' attention and loyalty is increasing—with the cost to capture customer attention alone growing tenfold*. Yet most organizations do not capitalize on their most frequent customer touch point, their bill.

"As one of the first organizations to offer the next wave of bill payment technologies, we are driving profitable customer relationships," said Andrew Cree, eBill Strategy Lead, Chatham County, GA. "Our newly launched eBill has changed the behavior of our citizens, who can now act on interactive messages embedded in their bill."

With the latest UP Bill Payment Solutions, which are part of ACI's Universal Payments (UP) portfolio of solutions, organizations can realize:

- Decreased costs of document delivery by up to 50 percent* through replacing paper with electronic documents
- Reduced customer service calls by up to 10 percent* by answering customer questions with videos and links to billing FAQs
- Deeper customer loyalty by promoting new services and programs on the eBill
- Higher consumer adoption resulting from a shared success model where ACI deploys consumer marketing programs on clients' behalf
- Greater convenience via omni-channel access to bills (via mobile, web, email, call center, mail)

"Embedding new features like video and actionable offers into eBills improves the overall customer experience," said Ron Shevlin, Senior Analyst, Aite Group. "Increasing customer engagement while decreasing associated customer service and billing costs, not to mention paper bill usage, can transform an organization's customer service operations into a value center."

"The eBill provides a tremendous opportunity for new revenue generation and customer engagement," said Scott Fitzgerald, Vice President and Product Line Manager, ACI Worldwide. "As consumers review their bills, they consider the value of the services they receive, making it an optimal time to promote additional offerings or other useful messages. And when consumers accept offers in the eBill, it's imperative to have integrated payment capabilities to immediately complete the sale."

[Watch a 1-minute video highlighting how ACI changes the future of customer experience.](#)

About ACI Worldwide

ACI Worldwide, the [Universal Payments](#) company, powers electronic payments and banking for more than 5,000 financial institutions, retailers, billers and processors around the world. ACI software processes \$13 trillion each day in payments and securities transactions for more than 250 of the leading [global retailers](#), and 21 of the world's 25 largest banks. Through our comprehensive suite of software products and hosted services, we deliver a broad range of solutions for payment processing; card and merchant management; [online banking](#); mobile, branch and voice banking; [fraud detection](#); trade finance; and [electronic bill presentment](#) and payment. To learn more about ACI, please visit www.aciworldwide.com. You can also find us on Twitter [@ACI_Worldwide](#).

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* ACI analysis of data cited with permission by Crone Consulting LLC referencing engagement materials from Crone Consulting LLC's Best Practices Benchmark Database™, April, 2014 Harvard Business School. DataOceans. Chartwell Inc.

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