

Bring Expedited Payments Into the Mainstream Through Online Bill Payment Venue

Many of the expedited payment solutions used by billers and/or financial institutions are separate and distinct from the standard bill payment venue customers of these institutions use. By bringing expedited payments into the mainstream and introducing it side by side with standard bill payments, service providers stand a better chance to raise awareness of the capability, and also link it directly with a known activity and process among their customer base. In the screen capture example above, ORCC provides the solution for Silver State Schools Credit Union, and has integrated the expedited payments capability into the bill-payment process. Additional vendors, such as Yodlee, CheckFree (part of Fiserv), Metavante and others are working on providing similar capabilities. This integration will be key for financial institutions not just to earn revenue, but to raise awareness among consumers that they even offer the service.

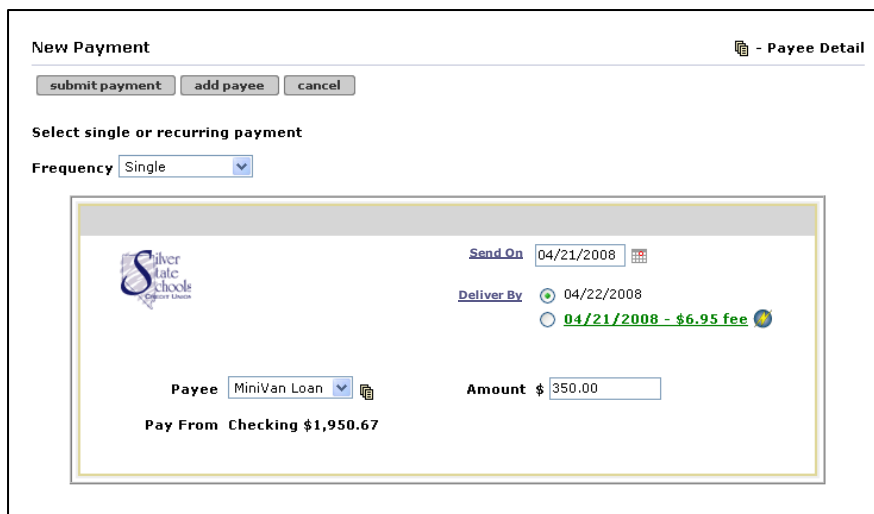
Additionally, bill due or bill past-due alerts should be used to trigger expedited payments messaging. With 75 percent of expedited payments being made through billers, marketing the offering at times of increased need for the service will have a greater impact on raising consumer awareness of the financial institution's ability to process same-day or next-day payments at the billers.³ Javelin data shows that mobile bankers say they are twice as likely to accept mobile advertising, and three times as likely to respond to SMS mobile marketing as average consumers.⁴ When substituting a bank's expedited payment service for an outside biller's fee, the financial institution gains revenue without loss of related late fee income.

Javelin Takeaway:

To increase adoption:

- **Integrate expedited payment services with bill payment services.**
- **Align billing alerts to activate expedited payments marketing.**


Figure 10: Screen Shot of ORCC Solution Implemented at Silver State Schools Credit Union



New Payment - Payee Detail

Select single or recurring payment

Frequency

 Send On 04/21/2008

Deliver By 04/22/2008

04/21/2008 - \$6.95 fee

Payee Amount \$ 350.00

Pay From

³ Note: Javelin will be issuing an updated report and forecast on interactive financial alerts in September 2008.

⁴ Javelin Strategy & Research, Mobile Marketing –Timely, Targeted and Two-way: The Time Is Right for Financial Strategies to Engage the Mobile Consumer, June 2008