



Unlocking revenue:
The power of
digital payment
communications

GLIDER

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The changing face of bill payments

The traditional method of collecting bill payments from customers hasn't evolved much in the past half-century. We've seen businesses shift from paper bills to email, cutting the price of print and the ever-rising cost of postage. Customers also transitioned from paying bills in person and via cheque, to over the phone and with direct debit. However, many challenges and inefficiencies remain within the process.

Emails and SMS have considerably reduced the cost of staying in contact with customers and give businesses an easier opportunity for customer interaction. However, they're often just as frustrating as letters because they're not optimised to enable easy and secure payments. Customers still have to call a contact centre or log in to an account to make payment.

Direct debit, often thought of as a set-and-forget payment method, is falling out of favour, especially amidst the rising cost of living. Two-thirds (68%) of all bills are paid manually, and 87% of bill payers who use manual payments do so to stay in control of their budget and finances.

The rise of e-commerce has also significantly impacted the expectations consumers have when paying their bills. They now expect frictionless, convenient and secure bill payment experiences, with the ability to pay however and wherever they want.

Today, the average bill payment process is lagging behind. The sheer number of steps in the bill payment process is a huge source of friction in the experience overall. This leads to payment delays, increased collection costs, lower customer satisfaction, and ultimately, revenue loss – a major pain point for businesses and service providers that rely on timely payments to turn a profit.

25% of Australians had experienced payment difficulty or concerns in the previous 12 months for at least one of their essential services bills (telco, energy, water).*

*ACMA, Financial hardship in the telco sector, May 2023

“ Glider is the absolute perfect solution for us. Easy to implement and set up, intuitive to use. Its implementation has brought about a reduction in capital expenses while significantly improving the payment experience for customers.

Director of Finance and Systems
Global Manufacturers

How do customers want to pay their bills?

The gold standard

With Australians pushing back against direct debit payment options and traditional billing methods falling short, businesses need to adopt new bill payment practices. To do so, you first need to understand how customers prefer to pay their bills.



Convenient and seamless

53% want 'one-click' bill payments

This signals a clear opportunity to create seamless payment experiences and ensure timely payments.



Mobile-Optimised

61% say mobile optimisation is important

It's essential that businesses offer robust and secure bill payment opportunities beyond the desktop.



Flexible options

51% of late bill payers say flexible options increase on-time payment

Cost of living issues are impacting consumers' ability to pay their bills on time. Mitigate that with instalment options and increased flexibility on due dates.



Efficient customer support for billing issues

25% will switch providers after a poor customer service or contact centre experience

Offering reliable and responsive customer support is the bare minimum. You also need to help customers resolve payments queries quickly and securely on the same call or chat.



Actionable Reminders

66% would like to be reminded about bills via SMS

And 54% want reminders via email. Reminders through digital channels reduce late or missed payments, and enhance the overall payment experience



Clear and accurate billing

67% cite billing issues as reasons for a poor bill payment experience

Hidden fees, billing errors, and confusing bills – these pain points lead to frustration among customers, increase inbound call volumes and impact your overall reputation.

Key challenges of optimisation

In today's rapidly changing payments landscape, there's mounting pressure for businesses to not just meet but exceed consumer expectations. This can be especially challenging for businesses without the right resources or tools for optimisation. Common struggles include:

1. Lacking internal expertise

Implementing a seamless bill payments experience requires a nuanced understanding of both the technology and shifting consumer preferences. Investing in dedicated professionals and teams well-versed in this terrain can be time-consuming and costly. Trying to do everything in-house is not necessarily the best option so businesses should consider leveraging third-party expertise.

2. Internal technology clashes

Integrating new features to minimise friction in the bill payments experience can often be a source of friction internally. Automated reminder campaigns or one-click payment options may not be supported by legacy systems that lack the necessary interoperability or flexibility to accommodate these integrations. Partners that enable you to add new functionality and easily embed to your existing systems are critical.

3. High cost of payment collections

From the customer service time spent on facilitating simple payments to the cost of chasing overdue payments, payment collections can inflate your overhead costs. The ability to streamline and simplify bill payments have the potential to materially reduce operational costs.

4. Complex payment processes

Consumers have been trained by optimised e-commerce experiences and now demand that payment processes be as seamless as possible, no matter what they're paying for. Their expectations are clear: minimise the clicks, reduce the information input and streamline the entire transaction experience. If your current bill payment process requires customers to navigate through too many steps, chances are they'll delay payment.

5. High friction reminders

42% of customers want reminders before their bill is due, but there's no use sending reminders if they can't easily action them. Sending reminders at the wrong time or requiring the customer to call a contact centre or log in to their account just to pay their bill will more likely result in your messages being ignored.

6. Security and trust factors

Given increases in payments fraud and data breaches, implementing security measures to protect both your business and your customers is paramount. In a contact centre environment, PCI compliance is critical and needs to be combined with ease of payment. Key trust indicators can be used to put your customers' minds at ease. These include having clear and consistent branding, showing the availability of trusted payment methods like PayPal, and referencing the amount owed.

Enhancing the customer experience with payment communications

Efficiently managing the cost of collection requires a strategic approach to communications with your customers. Posting or emailing a bill once a month is no longer enough. Today, businesses need an effective payment communications strategy – one that not only improves their bill payment metrics, but also has a positive effect across business units and customer satisfaction and loyalty.

What are payment communications?

In short, payment communications is the exchange of information between a business and customer relating to the billing process.

This includes notifications, reminders, updates, confirmations and payment requests. Payment communications can take place through a variety of channels including emails, SMS, webchat and phone calls.

77% of bill payers say a good bill payment experience is important.

Why are payment communications important?

Payment communications are essential for building and maintaining strong customer relationships and improving your payment collection process. Trust doesn't come overnight but must be crafted through the customer journey from the first interaction. If a customer feels pushed, rushed, ignored or reduced to being 'just a number', they delay payment, either consciously or subconsciously, prioritising bills of businesses they have a better relationship with.

And if the interaction is bad enough, they're likely to switch providers and share their bad experience with others; damaging your brand reputation in the process.

More than two-in-five regular bill payers have switched at least one of their service providers in the past year, highlighting the competitive nature of the market.

Benefits of a strong payment communications strategy

Your business enjoys

- ✔ Reduced collection costs
- ✔ More bills paid on time
- ✔ Increased loyalty and customer retention
- ✔ Improved net promoter scores

Your customer enjoys

- ✔ Easier payment processes
- ✔ Better visibility on amount, due dates and payment options
- ✔ Better customer support

“ We have seen a significant increase in bills paid, a huge reduction in calls into our contact centre and improved NPS.

Customer Billing and Experience
Australian Water Utility



How to develop a strong payment communications strategy

1. Know your audience

Gen X are twice as likely to seek alternative payment methods and use a wide range of channels to engage with service providers.

Understanding the preferences, behaviours and needs of your customers is crucial for developing a strong, personalised payment communications strategy.

Investigate your existing payment data to segment your audience. A Boomer customer doesn't pay their bills the same way a Gen Z customer does, and it's important to cater to these differences. Your insights will enable you to customise key components of your payment communications protocol, including the tone of your messages, accessibility requirements, frequency of reminders, and more.

2. Timing is key

40% of Australians say they prefer to receive reminders between 8am to 10am.

When you send your reminders can encourage or deter a customer from paying their bill. Recent research shows that Gen Z consumers tend to pay their bills throughout the day as they multitask or when they're on the go. On the other hand, older consumers schedule bill payments at some point in their day, often at home.

Customers also have strong preferences for when they'd like to receive bill reminders and notices during the bill cycle. 58% want to be notified a week out, and 47% would like a reminder a day before or on the due date itself.

Savvy businesses can also include an easy 'one-click' payment option with their reminders, which a fifth (21%) of bill payers agree will help them pay bills on time.

3. Tap into multiple channels

15% want to receive multiple reminders before the bill is due. Calls, SMS, email, webchat, push notifications – there are myriad channels for you to communicate with your customers. But it's imperative you choose the right channels for your message. Consider the purpose, urgency and contact preferences of your audiences. For example, Gen Z are more likely to use channels such as webchat, chatbots and WhatsApp to engage directly with service providers.

4. Keep payment processes intuitive

33% have paid their bills late because they encountered payment processing issues.

We've covered how your payments process should have minimal steps, but it should also be intuitive across desktop and mobile so customers can pay whenever and wherever they are. Your payment interface should be user-friendly, with a clean design that's easy to navigate.

Ensure you offer and highlight a range of payment options (e.g. credit/debit card, PayPal, Apple Pay, PayTo) so your customer can transact with their preferred payment method.

5. Offer flexible payment options

63% of bill payers say the increasing cost of living is making it harder to pay bills on time.

Six-in-ten (62%) Australians reveal that they have paid bills late because of financial considerations. Offering flexible payment options like instalment plans and deferred payment due dates can help alleviate immediate financial strain on the customer. In turn, this empathetic approach can foster customer satisfaction while improving overall on-time bill payment rates.

Regularly assess the effectiveness of your current strategy through customer feedback, bill payment and performance metrics.



The impact of effective payment communications, in numbers

25% reduction in the number of days bills are overdue

30%+ reduction in collection costs

22%+ improvement of cashflow

15%+ reduction in bad debt

20%+ improvement in collector efficiency

Key takeaways



Customers expect seamless bill payment experiences

Customers increasingly prefer frictionless, mobile-optimised bill payment experiences, with reminders before payment due dates and flexible payment options. Businesses must adapt to remain competitive.



Optimisation comes with its challenges

Businesses can struggle to adapt to customer demands due to a lack of internal expertise, internal technology clashes, trust and security issues, and high-friction factors. Partnering with a bill payment communications expert like Glider can help reduce the challenges of optimisation.



Payment communications is key for enhanced customer experience

A robust payment communications strategy plays a crucial role in enhancing the customer experiences and payment collection processes. It reduces collection costs, improves payment conversion, and increases revenue.



Supercharge your bill payments experience with Glider

Understanding how your business can optimise your bill payments experience and craft a game-changing payment communications strategy is one thing. Putting it into practice is easier said than done. That's where Glider comes in.

Glider is the payment communications platform that simplifies and streamlines consumer bill payments. Our solutions:



Seamlessly connect to your existing tech ecosystem with easy and fast set up processes.



Help you craft the messages to send, choose the channels to use, and the time to engage your customers when they're most receptive to communication.



Customise and automate the process to send payment requests and reminders quickly and easily.



Enable you to offer flexible repayment options, letting your customers establish a payment plan with timings that suit them.



Allow your customers to securely save their details so paying their bills becomes a one-click process.



Significantly reduce the costs of payment collection, improve your billing experience and increase revenue.

“ Customers are increasingly looking for technology to service their needs and to have less interaction with an operator, especially with the younger demographic. Glider has allowed us to provide that service.”

Managing Director
Collection Agency

About Glider

Glider is a venture-backed, enterprise-grade platform that simplifies and optimises the bill payment process. We partner with industry leaders to deliver trusted, secure and seamless payment experiences.

We're on a mission to be the smartest way for businesses to collect payments – more efficient, more secure, more environmentally friendly, and the best customer and employee experience.

 Learn more or book a demo at gliderpay.com

About our research

The data we've used in this report was produced by a study commissioned by Glider and PayPal Australia. The study was conducted by Fifth Quadrant with n=1,000 consumers.

It contains general observations about bill paying behaviours, late bill payments, bill paying experiences and attitudes towards different elements of billing. The research consisted of a 10-minute online survey of n=1,000 Australian bill payers, aged 18 – 75 years. Numbers may not add to 100% due to rounding.

 Download the research report:
[Decoding Australian Bill Payment Trends:
Insights For Success](#)

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