

*"I love the convenience of BPAY® online. Now I can receive my bills via Internet Banking. It's just so easy." <customer>*

*An environmentally friendly solution that decreases paper use and ensures those paper bills never go missing – BPAY View® is the ideal solution for businesses and their customers.*

## The Customer Value Proposition

**CONVENIENT** – BPAY View® enables bills to be sent directly to Internet Banking for viewing and payment.

*"60% of all Internet Banking transactions in Australia are bill payments."*

*- Forrest Research, Sept 2007*

**EASY TO USE** – Once a bill is received via Internet Banking, a customer can quickly and easily schedule a future dated BPAY® payment to be processed just before its due date.

**TRUSTED** – BPAY® is a trusted and understood bill payment service. BPAY View® provides the next level of convenience by providing automated electronic bills.

**GREEN** – The big winner is the environment with an overall reduction in paper usage an outcome of BPAY View® adoption.

## The Business Value Proposition

**ACQUIRE** – Businesses and customers recognise that BPAY View® is the ideal billing service when used in conjunction with trusted BPAY® payments.

**RETAIN** – Ensure you are offering the billing services that your business and personal customers expect from their financial institution.

**GROW** – Internet banking usage will grow as customer regularly return to view and pay their bills.

**SELL** – Leverage the growth in Internet Banking usage to deliver targeted campaign to your online customers.

**SERVE** – Provide the next level of customer service while creating a new revenue stream.

## Features at a Glance

- ✓ Fully integrated, hosted solution – immediate availability
- ✓ Provides key bill presentment and payment functionality
- ✓ Template driven interface adaptable to your customers' brand
- ✓ Readily integrated into any Internet banking platform with minimal effort

## Customer Experience Benefits

- ✓ Quick to implement
- ✓ More control over their bills
- ✓ A comfortable extension of familiar BPAY® services
- ✓ Bills come to you and are available 24\*7
- ✓ Secure and safe with a permanent record of payment



*"15% of our customers have taken up BPAY View® with out any promotion"*

*- One of our happy customers*

## Why BPAY View?

BPAY View® delivers the level of service your customers have come to expect from online financial services.

BPAY View® will drive your customers to use Internet Banking more often, this opens to door to a wide variety of cross-sell opportunities.

Your customers want more convenient banking services. BPAY View® will provide it.

## A service for customers that will make you money?

**Want to know how BPAY View® will not only address the demands of your customers but will also make money for your business?**

**Contact us today to find out more**

**Phone** +61 2 9283 5221  
[solutions@rubik.com.au](mailto:solutions@rubik.com.au)

