

Business Insights

Why offer paper bills and statements to customers?



THE CONSUMER'S
RIGHT TO CHOOSE

What's good for the customer is actually good for business.

WHEN BUSINESSES CHARGE A FEE FOR MAILING PAPER BILLS AND STATEMENTS...

...their most vulnerable customers are missing out:

- 1.3 million households do not have internet access at home;
- The most digitally excluded communities are: people aged 65+, people with disability, Indigenous Australians, people in the low income bracket or not in paid employment;

...and they make their customers unhappy:

- 76% of Australians are unhappy if asked to pay a premium for paper bills and statements;
- 44% would consider changing service providers if asked to move to digital communications.

When businesses choose to offer their customers the choice of penalty free paper communications they are: **marketing effectively, environmentally sustainable and socially responsible.**

1 MARKETING EFFECTIVENESS

Businesses can turn bills and statements into powerful marketing tools:

With ROI reaching 40% and customer engagement times averaging over 10 minutes, direct mail is a high-performing marketing channel, why not use transactional mail to engage with customers? It's a great way to optimise postage costs.

- Adding direct mail to an integrated marketing campaign can raise the campaign effectiveness by 62%.
- 65% of consumers of all ages have made a purchase as a result of direct mail.
- 79% of Australians check their mail daily and 83% read their mail on the same day they receive it.

Visit vopp.com.au to learn everything you need to know about the effectiveness of direct mail marketing.





2 ENVIRONMENTAL SUSTAINABILITY



Businesses who believe paper communications are bad for the environment can think again. Paper is made from renewable resources, recyclable and employs over 240,000 Australians. Businesses can:

- Buy sustainably produced paper that complies with environmental standards.
- Make the most of their paper: with optimised templates and two-sided documents they can significantly reduce their paper consumption.
- Recycle! Recycle! Recycle! and invite their customers to recycle the mail they don't need to store.

Visit twosides.org.au for more insights about the environmental sustainability of paper and the paper production in Australia.



3 SOCIAL RESPONSIBILITY

Businesses can help their customers to be part of the digital transition:

For instance, they can develop their own program to help their customers improve their digital skills or partner with organisations dedicated to fighting against the digital divide.

Visit keepmeposted.org.au for more insights about the consumer's right to choose.

Sources:

1. Australian Bureau of Statistics, 2014-15
2. The Australian Digital Inclusion Index, 2016
3. Two Sides, 2016
4. Brandscience
5. Direct Mail Association
6. Nielsen, 2015