

BillTool | Example Messaging Framework | Round 1

FRAMEWORK	BillTool (fictional example company)		
AUDIENCE	<p>Organizations: Small to mid sized service providers who need/want customers to have the ability to pay online and/or through mobile devices.</p> <p>Personas: Fiduciary: Cares about cash flow, cost-savings and startup costs. Executive: Cares about big picture efficiencies and public perception of the service provider and how it reflects on their role as a leader. Influencer/operations role: Cares about the day to day operations of bill pay, how much work is involved in launching/supporting BillTool and the risk/reward of changing systems as it relates to the operations team.</p>		
KEY NEEDS OF AUDIENCE	<ol style="list-style-type: none"> 1. Easy online and mobile bill pay for customers 2. Less busywork processing checks, posting payments and taking phone calls 3. A secure payment system with low liability and low maintenance 		
VALUE PROPOSITION	A frictionless, secure, mobile and online bill pay solution that relieves service providers of manual work required to process and post payments.		
tone	Simple, concise, dependable & friendly		
25-WORD	BillTool is a secure, easy-to-use online payment solution for service providers that improves customer experience, reduces risk and removes the manual work associated with accepting payments.		
75-WORD	BillTool is the ideal solution to simplify the process of online and mobile bill pay for service provider customers and employees. Boost customer experience with mobile-first payments and reduce the liability associated with storing sensitive payer information on a billing network that already serves as the bill pay solution for over 5,000 organizations like yours.		
MESSAGING PILLARS	Key Message 1: Provide an excellent customer experience.	Key Message 2: Do less manual work.	Key Message 3: Reduce risk.
AUDIENCE	<ul style="list-style-type: none"> • Marketing • Customer support • Website teams • Executive 	<ul style="list-style-type: none"> • Customer support • Operations • IT/integration team • Management 	<ul style="list-style-type: none"> • IT • Security • Compliance • Fiduciary
SUPPORT POINTS	Give customers a frictionless online and mobile bill pay experience that makes it easy to pay accurately and on time with their choice of payment method.	Immediately reduce time spent processing checks, posting payments and answering billing support calls from customers.	Access a modern bill payment network that processes payments securely and accurately.
	<ul style="list-style-type: none"> ▪ BillTool is a mobile-first bill pay solution that offers customers the convenience of paying bills from anywhere. ▪ BillTool uses a single wallet for all payments, streamlining the 	<ul style="list-style-type: none"> ▪ BillTool is pre-built and easy to implement; no IT department necessary for deployment or maintenance. ▪ BillTool proactively communicates with payers about their payments and due 	<ul style="list-style-type: none"> ▪ With BillTool, you are a less attractive target for phishing and ransomware attacks because you don't store financial information or process payments. ▪ BillTool removes the burden and liability of

	<p>payment process for customers across billers</p> <ul style="list-style-type: none"> With BillTool customers can avoid paying convenience fees because paying with ACH is always fee-free. BillTool offers a variety of payment methods so the customer can choose to pay by credit, cash, debit or bank transfer. BillTool consolidates the bill pay experience so payers can pay all of their bills in one place. BillTool Auto Pay makes it easier to accurately track and pay bills on-time because payers can see their due dates, amounts and update payment information for all bills in a single place. BillTool offers customers peace-of-mind and protection with \$1 million of identity theft protection. BillTool allows your customers to pay bills faster, without having to rely on US mail delivery. 	<p>dates, reducing inbound support calls.</p> <ul style="list-style-type: none"> BillTool reduces the manual work of processing paper checks. BillTool speeds up the remittance process. Electronic bill pay is automated and processed in 1 business day, greatly reducing the need to receive and process paper checks. BillTool offers real-time payment tracking and reporting so billers know if a payment is in process before they take action to collect or terminate service. BillTool has automated rapid reconciliation for easy, accurate billing and receiving. BillTool provides verified payments to catch inaccurate payments before they are processed to prevent errors and overdrafts. BillTool eliminates processing delays and customer support calls, freeing up your human resources for more important tasks. 	<p>storing and protecting payment information.</p> <ul style="list-style-type: none"> BillTool improves security compliance by reducing liability for the biller and flagging fraudulent payment vehicles. BillTool can identify repeat bad payers and automatically flags and blocks accounts for behaviors like writing bad checks or using a stolen credit card. BillTool's payment accuracy safeguards can help reduce customer complaints to regulators about bad payment experiences.
<p>EVIDENCE</p>	<ul style="list-style-type: none"> 60% of bill payers on BillTool don't pay convenience fees. 60% of BillTool bills are paid on a mobile device. 	<ul style="list-style-type: none"> BillTool saves users 3 hours per week on average when compared to manual reconciliation. 	<ul style="list-style-type: none"> Billers are the #1 target of phishing attacks. BillTool has won three awards for its advanced security features.