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Fiserv Survey Shows Billers Challenged to Keep Pace with Consumer Demand as Billing and Payment Preference Shifts to Mobile

- More than 1 in 4 visits to biller sites from mobile devices are for bill payments, making it the top mobile activity
- Only 12 percent of billers have a comprehensive mobile billing and payment strategy while just 24 percent have surveyed their customers on desired mobile services
- Lack of IT resources continues to be top barrier for billers in delivering mobile capabilities

BROOKFIELD, Wis.--(BUSINESS WIRE)-- According to research commissioned by [Fiserv](#), Inc. (NASDAQ), a leading global provider of financial services technology solutions, only 12 percent of billers have a mobile bill presentment and payment (MBPP) strategy, even though mobile interactions are surging among consumers. The Second Annual Biller Mobile Bill Pay Benchmark Study examines how billers are keeping pace with the growing demand from consumers for mobile billing and payment as well as the opportunities and challenges billers face in developing and deploying a solution.

Results show that billers increasingly recognize the potential of MBPP solutions to benefit both them and their customers. Billers have a better understanding this year of the overall value of deploying MBPP with 69 percent (a 92 percent increase over 2012) believing it will lead to cost savings from adoption of e-bills and e-statements. In addition, 90 percent (a 36 percent increase over 2012) see the development of their mobile channel as a means to improving and increasing customer service. This year, 65 percent more billers believe mobile bill payment adoption will lead to significant increases in electronic bill presentment and payment.

One of the biggest challenges facing billers is understanding consumers' mobile preferences and expectations in order to build a comprehensive strategy that provides the best mobile experience across platforms. The survey found 64 percent of billers do not track or do not know if their company tracks whether homepage visits are coming from a mobile device or traditional laptops and PCs. Furthermore almost one third of billers surveyed don't know what customers are doing when visiting their site from a mobile device.

"Our research indicates explosive growth of mobile bill payments. Billers have an opportunity to take advantage of this change by offering a consistent, simple and innovative user experience, which can improve customer satisfaction and lower service costs," said Robert

Craig, senior vice president, Biller Solutions, Fiserv. “Billers will benefit by delivering a true omni-channel billing and payment strategy to consumers, including a strong mobile presence.”

While only 12 percent of billers have developed a mobile billing and payment strategy, with an additional 24 percent saying it is currently in the deployment stage, billing organizations rank mobile service options as the highest priority followed by service alerts and customer self-service. The percentage of billers that see the development of a mobile channel as adding complexity, cost and challenges, decreased from 50 percent in 2012 to 34 percent. However, billers still struggle to meet consumer demand for mobile payments with 77 percent facing IT resource challenges in regards to deploying their mobile channel.

A research paper, “The Mobile Bill Payment Surge: What Consumers Are Doing and How Billers Are Responding,” can be downloaded at <http://www.fiserv.com/resources/mobile-bill-payment-surge-research-paper.htm>.

Methodology

In 2013, Fiserv commissioned Blueflame Consulting, LLC to explore the opportunities and the progression of deployment plans for mobile bill payment and presentment from a biller’s perspective. Blueflame Consulting, LLC polled business managers and decision-makers at 86 billing organizations across 6 industries.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

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