

Bills and Statements Offer Unique Customer Engagement Opportunities

Here are five key findings from the Broadridge Consumer Trends Survey for turning essential communications into better customer experiences.

#1

PRINT AND DIGITAL WORK TOGETHER



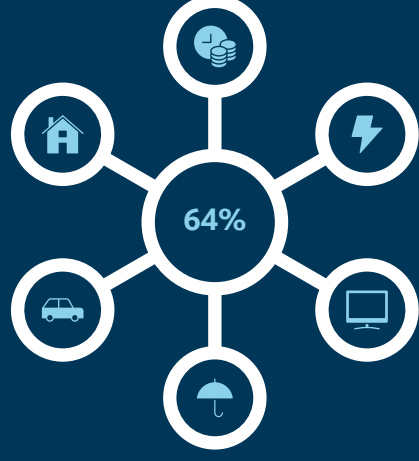
64% of consumers use paper and 51% use emails and texts as reminders to prompt bill payment and statement review.

INSIGHT:

Paper may lead over digital, but customers use various channels to remind them to take action.

#2

CONSUMERS WANT DIGITAL EXPERIENCES TO BE EASY AND SEAMLESS



64% of consumers are interested in accessing bills and statements from multiple providers in a single digital location – a digital hub.

INSIGHT:

Digital hubs are the next frontier for bills and statements, providing brands with an opportunity to grow digital adoption.

#3

BILLS AND STATEMENTS ARE PROVEN TO CAPTURE CUSTOMER ATTENTION

The average attention span of an American adult is less than eight seconds, but...



97% of consumers spend at least **1 minute** looking at their bill or statement and



55% spend **5-10 minutes** or more.

INSIGHT:

Bills and statements are a monthly appointment with your customer – leverage them.

#4

TAKE ADVANTAGE OF THE MARKETING POTENTIAL



57% of consumers who spend **10+ minutes** reviewing their bills and statements are more likely to sign up for a new product or service based on an ad.

INSIGHT:

Bills and statements create powerful yet often untapped revenue streams.

#5

MAKE IT PERSONAL



39% would like to see personalized recommendations on their bills and statements.

INSIGHT:

Customers are most interested in receiving tips for how to decrease or improve their next bill or statement.