

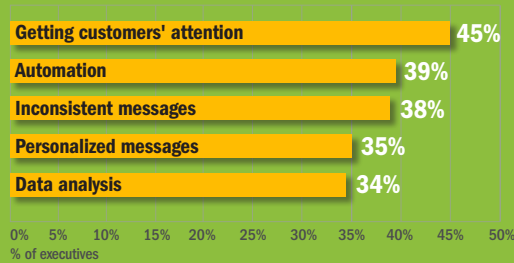
Profitable Growth Arises from New

eBills



Getting customers' attention is executives biggest challenge

Customer relationship challenges



84% of executives believe enhancing customer relationships is the key to profitable growth



50%

already capitalize on eBill as their most frequent touch point to:

- ▶ grab customer attention
- ▶ grow customer relationships

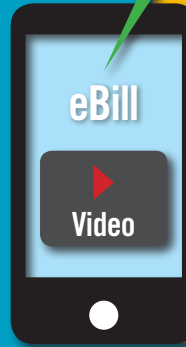
First-generation eBill controlled costs, but failed to drive profitable growth, increase sales and decrease calls



Targeted messaging

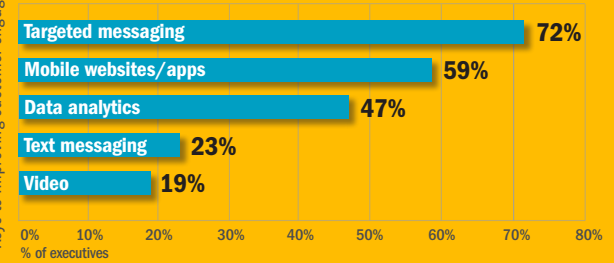
Mobile

Data analytics
Text messaging



Keys to improving customer engagement

Upgrade your eBill with advanced technology



40% are exploring new or expanded eBill systems to accelerate profitable growth



Learn how today's executives are capitalizing on this opportunity. [Click for the full report.](#)



Source: Gatepoint Research survey of executives