Inside this Issue

Editor’s Comments 2
Predictions 2013 from:

Sage North America
Parascript
Panini
CardFree
Compass Plus
Blueprint Solutions
Fiserv Digital Payment Solutions
Banctec
INETCO Systems
Phoenix Managed Networks
TransCentra

The Institute of Financial Operations
Billtrust
Fiserv
COCC
Fifth Third Bank
Mako Networks
RBS Citizens
BillingTree
Natural Security
ThreatMetrix
WAUSAU Financial Systems
Customer-Centric Businesses Will Thrive in 2013

From Mitch Rose, Vice President of Strategy at Billtrust

In 2013 the accelerated pace of always-on, always-changing Web, social and mobile channels, will impose greater demands on businesses striving to build and retain customer relationships. Empowered by technology, customers expect streamlined, end-to-end convenience in key financial transactions from point of purchase to billing.

Businesses can either complain about the difficulty of staying visible in a dramatically changing time or understand customer expectations and adapt. After all, businesses have always responded to shifting consumer habits and that still holds true. In today’s fast-moving digital age, however, competition is magnified because of the choices available to customers through technology. The businesses that stay front and center with customers will place greater emphasis on being Customer-Centric.

Today B2B and B2C customers are in the driver’s seat. They decide how, when, where and from whom they buy – choices facilitated by computers, smartphones and financial institutions. Consider points along e-commerce’s upward curve: Consumers hit a new high spending in excess of $42 billion online during the 2012 holiday, according to comScore, a 14 percent increase over the previous year achieved in spite of a weak economic recovery and “fiscal cliff” worries. Purchases made in the U.S. on mobile devices continued gaining traction based on market research firm eMarketer’s estimates that 2012 purchases would reach $11.6 billion, double the previous year’s total.

These figures underline the game-changing impact of technology that businesses cannot ignore. Cloud platforms, mobile wallets and e-commerce apps are among technological developments raising customer expectations about how they interact with businesses.

Even seemingly mundane back office functions such as billing take on greater importance for Customer-Centric businesses. Businesses have adopted electronic billing processes not only to eliminate the labor and expense of paper-driven invoicing procedures, but also to satisfy customer demands for improved efficiency and fewer delays.

Customer-Centric businesses give today’s customer options for how they want to receive and pay their bills whether directly through their website, mobile device, bank site or other consolidated option. Customer-Centric businesses take convenience a step further by incorporating branding into the physical design of a bill, offering systems for bill archiving and retrieval and integrating billing processes with the customer’s accounting software, for example.

Businesses committed to being Customer-Centric scrutinize all transaction points that can be leveraged through technology to strengthen customer relationships. They recognize that technology has disrupted conventional notions about customer behavior; thinking of business trends in terms of years or decades
Customer-Centric Businesses Will Thrive in 2013
From Mitch Rose, Vice President of Strategy at Billtrust

is a gross misstep during a time when customer habits and expectations can change anytime, all the time.

Customers wield power at their fingertips and will differentiate businesses by the degree to which they offer services that are seamless and hassle free. They have no qualms switching loyalties to businesses that make their lives easier.

Satisfying customer expectations through a Customer-Centric focus will enable businesses to compete in 2013 and beyond. Technology can be a partner in the process not a foe, providing businesses with cost-effective and streamlined processes to facilitate transactions on customers’ terms and cultivate loyalty. Indeed, Customer-Centric businesses can share space with customers – in the driver’s seat.

Celebrating 17 Years

We’re celebrating 17 years of providing remittance and deposit processing solutions to utilities, insurance companies, banks, credit unions and government agencies. Our products have stood the test of time. And with our ongoing investment in the future of electronic payment solutions, customers can count on us to be their single source payment solutions provider.

Electronic Payment Gateway
Remittance Processing • Lockbox
Check 21 • Remote Deposit
ACH • Cashiering • POD
ATM Deposit Balancing

RP Solutions, Inc.
Your Experts In Payment Processing Solutions
(877) 777-6588
www.RPSolutions.com