

Invoice Cloud and Paymentus Comparison

*Electronic Bill Presentment & Payment (EBPP) platforms are often judged in 4 areas, known as the '4 Cs': **Communicate, Convert, Cloud, Connect***

- 1. Cloud (SaaS vs Hosted Architecture):** The architecture of an EBPP platform has a big impact on the ability to roll out new functionality quickly (and future proof an organizations' EBPP platform), implement/integrate quickly, and provide best in class customer support.
- 2. Communicate:** The effectiveness of the automated communication engine with payers determines if an EBPP platform will drive more self-service and decrease customer phone calls, or increase customer calls because of usability challenges.
- 3. Convert:** The purpose of an EBPP platform is to drive conversion to self-service e-payments and decrease customer calls. The ease of enrollment of the payment/reminder options, as well as the ease of paying through the various channels determines the number of payers who will use them.
- 4. Connect:** The level of integration (connection) impacts how much of the back office management of an EBPP platform will be automated. A deeper connection between EBPP and Billing platforms saves times and money.

1. Cloud (SaaS vs Hosted Architecture)

The architecture of an EBPP platform has a big impact on the ability to roll out new functionality quickly (and future proof an organizations' EBPP platform), implement/integrate quickly, and provide best in class customer support.

Cloud (SaaS vs Hosted Architecture)	Invoice Cloud	Paymentus
100% of clients always on the latest version – future proofs an organization's payment experience	✓	✗
SaaS (Software as a Service) – when new functionality is available, all clients can turn it on the same day with the flip of a switch—removing the painful process of going through upgrades.	✓	✗

2. Communicate

The effectiveness of the automated communication engine with payers determines if an EBPP platform will drive more self-service and decrease customer phone calls, or increase customer calls because of usability challenges.

Communication Tools	Invoice Cloud	Paymentus
E-Bill Reminders:		
Branded E-bill Reminder Sent When New Invoice is Available for Payment	✓	✓
Payer can view image of the printed bill without re-authenticating cuts down on payer calls and improves ease of use.	✓	✓
2 nd and 3 rd reminders sent to payers who have not taken action eliminates 'I forgot excuse' for not paying on time.	✓	✗
E-bill content (e-mails) self-service customizable by biller at any time: biller can share current and/or important info with payers/customers	✓	✗

Text Reminders:		
Text Reminder Sent When New Invoice is Available for Payment	✓	✓
Payer can view image of the printed bill without re-authenticating cuts down on payer calls and improves ease of use	✓	✗
2 nd and 3 rd reminders sent to payers who have not taken action eliminates 'I forgot excuse' for not paying on time.	✓	✗
Payers can schedule their own text reminder to be sent to them at a time of their choice	✓	✗
Calendar Reminders:		
Calendar Reminders with secure links straight to the payments screen	✓	✗
Payer can enroll in single or recurring calendar reminders: many people live by the 'if it's not on my calendar, it doesn't exist' mantra.	✓	✗
Multiple people can register for the same account and receive their preferred notifications	✓	✓
Landlord can grant tenant different account permissions/access to notification options and payment options, such as the ability to sign up for autopay or not	✓	✗
Account Linking		
Registered User Account Linking: multiple properties can be linked to view/pay at the same time	✓	✓
Payers receive a consolidated e-bill statement for their multiple bills	✓	✗

3. Convert

The purpose of an EBPP platform is to drive conversion to self-service e-payments and decrease customer calls. The **ease of enrollment** of the payment/reminder options, as well as the **ease of paying** through the various channels **determines the number of payers who will use them.**

Payment Options Accepted	Invoice Cloud	Paymentus
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Credit/Debit Cards	✓	✓
ACH/E-Check	✓	✓
Apple Pay	✓	✗
Google Pay	✓	✗
Venmo	✓	✓
PayPal/PayPal Credit/Pay in 4	✓	✓
PayPay (Pay in 4) This allows customers to make payment arrangements through PayPal while PSL is paid in full.	✓	
All supported payment options offered in <u>ALL</u> payment routes (Paymentus only offers Venmo/PayPal/Amazon Pay for un-registered users. The 60% of payers who register and pay do not have access, which is confusing to payers)	✓	✗
E-Bill Enrollment and Payment Options		
Payer can enroll in e-mail reminders/paperless while in any payment route. Ease of enrollment determines adoption	✓	✗
Pay through a secure link	✓	✓
Payer is brought directly to payment route from payment link, no re-authentication required – a log-in wall causes abandonment, customer calls and is a missed opportunity to capture payments.	✓	✗
'One Click Pay' from any device – allows payer to process payment in <5 seconds from receiving reminder	✓	✗
Payer can enroll in e-billing/paperless while in all payment routes – registered and one-time payment. This drives e-adoption	✓	✗
Text Reminder Payment		
Payer can enroll in text reminders while in all payment routes – ease of enrollment determines adoption	✓	✗
Pay through a secure link	✓	✓
Secure link brings payer directly to payment route, no re-authentication required – a log-in wall causes abandonment, customer calls and is a missed opportunity to capture payments.	✓	✗
Payer can respond to the text reminder with the word 'Pay' to process a payment – no log-in or link to a mobile site required.	✓	✓

Payers can schedule their own text reminder to be sent to them at a time of their choice	✓	✗
Calendar Reminders		
Payers can enroll while making a payment – ease of enrollment determines adoption of self-service tools and payment options	✓	✗
Payer can pay through a single or recurring calendar reminder	✓	✗
One Time Payment/Guest Checkout Experience (40% of payers prefer this method)		
View Current & 24 months of bill history with images available	✓	✗
Enroll in Calendar Reminders	✓	✗
Enroll in Text Reminders/PayByText	✓	✗
Enroll in paperless/e-bills (cannot get close to 100% paperless without being able to enroll in all payment routes)	✓	✗
Enroll in AutoPay (cannot get close to 100% autopay without being able to enroll in all payment routes)	✓	✗
Add multiple invoices/statements/bills to a shopping cart and pay them together	✓	✗
Display past due & current payment amount	✓	✗
Registered User Experience (60% of payers prefer this method)		
Payer can register for an account	✓	✓
E-wallet for storing payment info	✓	✓
Migrate current AutoPay customers for a smooth transition	✓	✓
AutoPay Enrollment in the payment Route – ease of enrollment determines adoption of self-service tools and payment options. Allowing enrollment while making a payment drives results.	✓	✗
Enroll in paperless	✓	✓
Enroll in paperless in the payment Route – ease of enrollment determines adoption of self-service tools and payment options. Allowing enrollment while making a payment drives results.	✓	✗
Calendar Reminder Enrollment	✓	✗
Schedule a Single Future Dated Payment	✓	✓
Donations		

Donations 'Round-up' or 'add a \$____' to payment during payment process for charity of biller's choice	✓	✗
Inbound IVR		
No additional information besides account # is needed when using for the first time	✓	✗
Caller ID lookup based on payer's phone #: if payer has used the same phone number to call in and pay before, no re-authentication is required.	✓	✗
IVR to Text: payer is prompted with the option to receive a text message with a link to complete the payment instead of continuing with the IVR – gives payer a simpler option for completing the transaction	✓	✗
Agent/CSR can transfer payer out to IVR and payer can transfer back if needed	✓	✓
Store credit/debit or ACH info for future use	✓	✗
Omni Channel: If payer stores payment information on the web, IVR prompts payer to use that stored payment method while paying so remittance data doesn't need to be re-entered	✓	✗
Online Bank Direct		
Online Bank Direct (consolidate bank check payments)	✓	✓
Matching algorithm remembers matching history of mis-keyed information to enable fast, correct matching of payments to open invoices in the future	✓	✗
Exceptions can be simply verified and remember for future online bank payments	✓	✗
CSR Tools		
Ability to collect new customer deposits before the first invoice is issued	✓	✗
CSR can instantly send a text or e-mail with a secure link to payer who calls in wanting to making a payment – eliminates taking card data over the phone, helps with PCI compliance, and enrolls customers in notifications so their likelihood of calling back next time decreases.	✓	✗
'Customer impersonation tool' for allowing CSRs to log in as payer and help them through using the platform.	✓	✗

4. Connect

The level of integration (connection) impacts how much of the back office management of an EBPP platform will be automated. A deeper connection between the EBPP platform and billing software saves times and money.

Connection Points	Invoice Cloud	Paymentus
Embedded SSO delivery so payer cannot tell the difference between the 2 portals	✓	✗
Real-time balance refresh before running auto-payments for accuracy instead of uploading a CIF file	✓	✗
Payment blocking in sync w/ Harris Advance to remove a double entry in both systems	✓	✗
Payments automatically update customer's account	✓	✓
Paperless/AutoPay updated automatically to billing software	✓	✓
ACH rejects automatically reversed	✓	✓

5. Miscellaneous

Miscellaneous Features	Invoice Cloud	Paymentus
Customized reporting breakdown by payment type & source (Online, IVR, Autopay, Text)	✓	✗
Visibility to customers payment date and time	✓	✗
E-bill notifications self-service (30) customizable by the biller	✓	✗
ACH verification through Certegy to reduce invalid account information	✓	✗
Support the latest NACHA security regulations for ACH payments	✓	?
An e-mail address is not required to enroll in autopay	✓	✗
Training videos for both biller and customer directly through the portal	✓	✗