

## **Automated Payment Marketing Plan**

An effective marketing can greatly increase the number of participates in an automated payment plane. Many companies only offer bill payment via an automated plan. Your company may consider mandating payment via checking savings or credit card account.

You should first begin with notification via a letter or with the consumer remittance. The letter should explain that your company is now offering customers the ability to make their payment automatically via their checking or savings account. The letter should stress the benefits to the consumer: no checks to write, letters to mail, late payment fees etc. In addition the letter should stress that the consumer financial data is kept private and that no unauthorized debits are possible. A sample letter is included below. Encourage customers to call the company with questions about the program. Phone and company representatives should be educated to the consumer benefits so that questions can be answered appropriately. If a customer has a question about unauthorized debiting you can tell them that legally they have 60 days to dispute an unauthorized electronic debit and that their bank will credit their account A follow up letter with an enrollment form should be sent (the form can be sent with the initial letter). Again representatives should be able to field questions about the program. Customers can be enrolled by phone but the authorization form should be mailed and kept on file. The authorization is your company's protection should the consumer dispute the debit. **You** keep the forms on file. Each call the company handles should include selling your customer on the automated payment plan. New customers should only be given the option of automated payments. Information encouraging signing up for the new payment plan should be on every invoice sent out. Your response rate on the automated plan will be a function of how well you sell the benefits.

Contact us at [info@currysolutions.com](mailto:info@currysolutions.com) or 866-601-6245 with any questions. The sample customer letter is below.

Dear Customer,

We are excited to announce the availability of our new **Automated Payment Plan**. Your payments can be made directly from your checking or savings account. Each month your payment will automatically be made. The benefits to you include:

- No checks to write.
- No letters to mail. No stamps to pay for. No payments lost in the mail.
- No cost to you.
- No late payments.

We will also be able to serve you more efficiently. Your payment information is kept confidential and no unauthorized debiting is possible. We strongly encourage you to participate and if you have questions about the program feel free to call us at xxx.

(You may wish to include the enrollment form or follow up with a 2<sup>nd</sup> letter and the form)