

Latest Research shows that Consumers find Cash more Compelling than Fraud or Green Issues

Submitted by: Weston Partnership

Monday, 5 January 2009

Organisations are more likely to be successful in encouraging customers to use online billing if they offer an incentive or discount, rather than stressing the environmental benefits of the service and the reduction in fraud risk. This is according to the latest research commissioned by OneVu, the UK's first consolidated electronic bill presentment and payment service which lets people see, track and pay all their bills from the familiar, secure environment of their online bank.

In response to these results, OneVu is running a pilot programme in Spring 2009 offering consumers a chance to win a significant cash prize if they register for the service, which is branded as Bill Manager through Lloyds TSB and Bill Management through RBS and NatWest. This promotion is being run in conjunction with a number of leading water companies who are signed up to the service and cover millions of households across the UK. If it is successful there will be a number of similar promotions throughout the year.

The research was undertaken by Research Now, Europe's leading and largest online panel specialist and was designed to establish the appeal of the OneVu service and explore key drivers for using it. Over 1000 online bankers in the UK who are responsible for paying household and individual bills were questioned and the data was weighted to be representative of adult online banking population.

The research showed that 31% of respondents rated receiving an incentive or discount from a biller as the most likely reason for using the service, with just 17% being influenced by a reduction in the risk of ID fraud and only 6% by environmental considerations. However almost half of those questioned (46%) stated that it was the convenience of having everything in one place that was the most appealing.

Other research highlights include the fact that over two thirds of those who currently receive paper bills claim that the biller has not asked them to bill online. One third (32%) stated that they would definitely use the OneVu service and another third (36%) stated they are very likely to use it.

Commenting on the research Miles Quitmann, CEO at OneVu, said:"

"The OneVu service is extremely convenient to use as consumers do not have to log on to multiple websites to manage their bills, so I am not surprised that the research has identified this as a key driver. What is interesting is that consumers are increasingly savvy and they understand that organisations can make considerable savings by eliminating paper bills. The research suggests that they feel some of these savings should be passed on to them rather than just the shareholders."

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