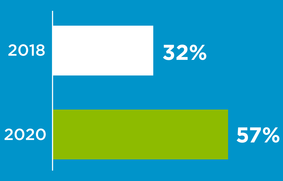
Mobile Apps Lead the Way as a Payment Channel

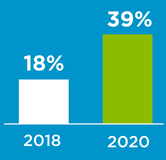
Bill Pay via Mobile Apps on the Rise

The percentage of consumers that prefer to pay their bills using **mobile apps** has significantly **increased in the last two years**.



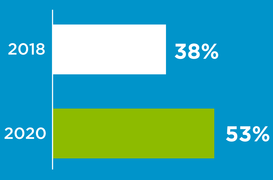
More Consumers Using Mobile Apps to Pay Monthly Bills

In addition, the number of consumers who pay at least **one to two bills** via mobile apps every month has more than **doubled**.

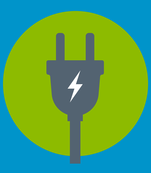


Utilities Respond to Mobile App Demand

In response to these trends, **more utilities are offering** their customers the ability to pay their bill via mobile app.



When it comes to business interactions a customer might have with their utility via mobile app, customers are most interested in **paying their bills.**



Top 3 Reasons Why Customers Choose Mobile Apps

71% of customers believe it's **convenient**

66% of customers think it's **easy to use**

59% of customers use it for **accessibility**

Security concerns are the top reason why customers don't use mobile to make bill payments.

KUBRA

Sources:
1. KUBRA Billing and Payment Report 2020
2. Chartwell's 2019 Payment Survey
3. Chartwell's 2019 Residential