

A man and a woman are sitting at a desk, looking at a laptop screen. The woman has curly hair and is smiling. The man is wearing a plaid shirt and is also smiling. The background shows a modern office with large windows and a plant.

Forging Your Path to Faster Digital Change

 EverView™



Your Challenge

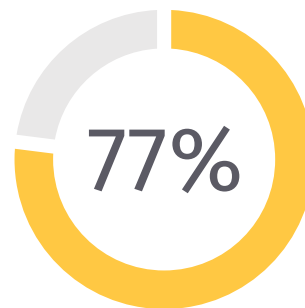
Accelerating Your Digital Transformation

With each passing year, you're finding it harder to keep up, as economic conditions get in the way of meeting your customers' demands. Supply chain disruptions, paper costs, paper scarcity, labor shortages, and rising freight costs: All these things add up. Combine this with the fact that your customers can switch more easily than ever to your digital-savvy competitors if they feel like they're getting poor service – and you're facing the perfect storm.

Modernizing your business through digital transformation is one way to counter this problem. But it's easy for you to get lost along the way. How do you effectively prioritize your digital transformation initiatives?

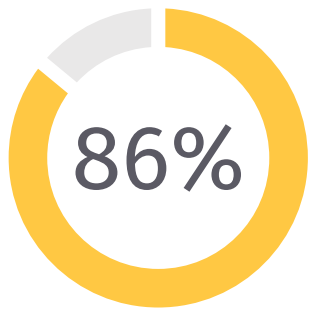
To complicate your situation, it's hard to pinpoint which digital solutions – out of all the technology stacks available – best meet your needs. What's more, transformation doesn't happen overnight, which means you need a partner who knows your customers – and who understands how to cross the digital divide.

The longer you delay, the likelier your customers are to defect to your competitors. But if you don't choose the right technologies and partners, you could invest significant time and resources in moving down the wrong path. How do you address these challenges?



Percentage of CIOs surveyed cited "digital transformation" as their greatest budget priority in 2021.¹





Executives who described partnerships with digitally proficient vendors as “highly important” or “very important,” compared to 72% in 2018.²



Your Solution

Focus On Your Customer, Not The Technology.

Digital is a means, not an end. It's the transformation that matters. With EverView™, you'll simplify your decision-making process, concentrating on the payment experience you want to provide customers, rather than on the underlying technology. In the process, you'll avoid many of the common mistakes that derail digital transformation initiatives.

You'll also be able to access EverView's extensive consumer billing and payment vertical data, providing yourself with detailed insight into your consumers' wants, needs, and evolving habits like never before. Every monthly bill a consumer gets was most likely sent by us. By applying this deep-rooted knowledge to your customer engagement, you'll move faster than your competition and create a compelling reason for customers to expand their relationship with you.

Here's How You'll Go About It...



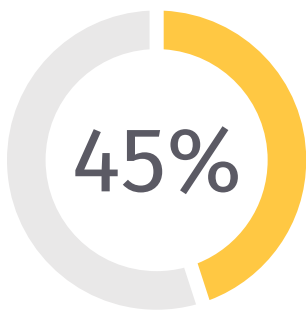
Create A Viable Roadmap For Transformation

Successful digital transformation requires that you formulate a strategy that fits the technology you have – or are considering investing in. With EverView, you can incorporate all customer communication channels into a single system, streamlining your processes and simplifying your adoption plan. You'll be able to provide a consistent experience and coordinated messaging across all media, which means you can reach your customers accurately.

A digital-first approach also requires that you change organizational priorities and distinguish between your short and long-term goals. All that restructuring can prove difficult if you don't have accurate customer insights. By tapping into EverView's consumer insights gleaned from millions of daily transactions, you'll get the understanding to develop a turnkey roadmap without the burden of evaluating, selecting, and integrating all the components yourself.

Using EverView to assess your business processes, you'll see how your current workflows interact with your existing tools and identify what technologies you'll need to improve those processes. You'll understand which SaaS infrastructure and collaboration tools give your company the agility to navigate between onsite and remote. Finally, you'll only have one phone call to make should you encounter any issues, ensuring peace of mind if you need to make rapid changes.

By working with EverView to build your roadmap, you'll plan your digital future with long-term confidence – and you'll know the next, specific steps you need to take to reach your goals.



Percentage of companies reporting a positive business impact of digital transformation also reported higher net revenue growth.³



 EverView™





Provide An Experience That Meets Your Customers Where They Are

Organizations often engage their customers in ways that come with lots of hidden costs. But by working with EverView, you can control and shift your expenses—while also improving your customer engagement. You can take advantage of EverView's extensive first-party database to deliver customer journeys that are both turnkey and performance-driven. You can trust these journeys are designed based off the millions of transactions we process each day – and tailor your messaging accordingly. As a result, you'll reach your customers on the channels, platforms, and devices they most frequent, while still spending less on outreach.

Now that you can reach your customers with greater accuracy, you'll no longer need to engage customers using blanket email and printed flyer campaigns. Not only will this enable you to reduce your paper and other associated costs, but it will ensure your workforce can redirect their efforts towards more important tasks, saving you invaluable workhours.

The end result is that you'll find yourself able to create a digital experience customized to your market, giving your customers the freedom to interact and pay you how they want. You'll position yourself to win their loyalty—and earn their long-term business—while also greatly reducing your expenses and labor.

EverView sends out 1.3 billion bills annually – nearly 1/10th of all bills delivered in the U.S. each year.⁴





Take The Digital-First Approach

Once you place your focus on your customer – not your technology – you'll be able to create a viable roadmap for your digital-first transformation, while providing a personalized experience that meets your customers where they generally are: online and in-app.

When you partner with EverView, you will:

- Plan your future with confidence, knowing which next steps to take
- Foster greater loyalty by giving customers the option to engage with you and pay via the tool that's right for them
- Optimize your savings while increasing your engagement

To learn more about taking a digital-first approach, visit

¹CIO Outlook 2021 report, <https://www.cio.com/article/3602558/digital-transformation-snags-the-top-spot-as-cios-number-one-budget-priority.html>, January 7, 2021

²Celerity/Randstad, "The State of Digital Transformation Today", 2021

³Indian Institute of Management, Lucknow: https://iiml.eruditus.com/advanced-leadership-programme-in-a-digital-world/index.php?utm_source=Web

⁴EverView internal data, 2021



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