



Product Brief—Bill-Payment Originators

MasterCard RPPS Account Conversion Technology



MasterCard
RPPS

Your business objectives

- Lead in satisfaction with consumers who pay bills online.
- Reduce the cost of delivery for online banking bill payment.
- Reinforce your image as a top-notch provider.

Ways we can help

- Reduce the number of online banking bill payments that drop to check, fulfilling consumer expectations that online equals electronic.
- Eliminate the expense of helping consumers with online banking bill-payment exceptions or perceived problems.
- Help you build a reputation as an online banking bill-payment service that's reliable.

Proof point:

In a recent pilot program, MasterCard RPPS Account Conversion Technology demonstrated 100% accuracy,¹ successfully converting more than 600,000 electronic payments that would otherwise have been rejected.

An exploding category—and a growing problem

The number of U.S. households paying bills online has grown to 30.5 million.² With that growth comes an unwelcome increase in unpostable payments—those a biller receives but is unable to credit, or post, to the correct customer accounts. In fact, it costs consumers, bill-pay originators, payment receivers, lockbox service providers, and billers over a half-billion dollars annually.³ Furthermore, when consumers experience unpostable payments, customer service calls dramatically increase—and consumers become up to three times more likely to change banks.³

Unpostable payments are particularly costly to high-volume billers in areas where account change events are common, such as the telecommunications, utility, loan processing, and credit card industries. Mergers, acquisitions, and conversions can all derail the accounts receivable process, and matching old account numbers to new numbers is often slow and resource consuming.

A proven solution

Account Conversion Technology from MasterCard RPPS helps you dramatically reduce the number of unpostable payments that drop to check by automatically identifying and converting account numbers when they change. It lets you process more electronic payments accurately, inexpensively, and quickly.

Make sure your online banking bill-payment service lives up to consumer expectations

MasterCard RPPS Account Conversion Technology allows for faster posting of payments, thereby preventing the disappointment of consumers, who expect that online equals electronic. It enables the MasterCard RPPS network to automatically identify incoming payments that require account number conversion, convert them to the new account numbers, and reroute payments to the appropriate receiver.

Minimize the delivery cost of online banking bill payment

Before payments ever reach the biller, we convert the account numbers—right within the payment processing cycle. Payments continue to process electronically without delay, post correctly, and are never rejected back to you. It reduces the amount of call center support devoted to reconciling unpostable payments.

MasterCard RPPS Account Conversion Technology also delivers Automated Notifications of Change—a feature unique to MasterCard RPPS—to inform you of account number changes so that payment account information can be corrected before any future payments are sent. This saves you the time and expense of following up on unpostable payments.

In addition, the service spares billers the expense of researching unpostables that ultimately cannot be accepted (e.g., due to special handling requirements, collections, or written-off accounts) by providing a stop-payment service in which MasterCard RPPS will check payments against a biller's stop-payment file. It prevents such payments from reaching the biller and alerts you to stopped payments, so your customers can be notified promptly.

Earn a reputation for an outstanding online banking bill-payment service

Account Conversion Technology can help you develop a reputation as a provider that offers reliable, online banking bill-payment service. In fact, the entire process, integrated into the electronic payment process, is completely transparent to you, the consumer, and the biller.

For more information

To find out more, please contact your Account Support Team at 800-207-7605 or rpps_helpdesk@mastercard.com.

1. Perfect account number translation, flawless payment routing, seamless funds settlement.
2. Forrester Research, *EBPP Trends: 2006 to 2011*, 1/25/07.
3. TowerGroup Research, *Unpostable Bill Payments: How Much Are They Costing You?* 9/06.