

Product Brief

MasterCard RPPS Electronic Payments Maximizer



MasterCard
RPPS

Your objectives

- Reduce and/or contain the cost of delivery for online banking bill payment.
- Outdo competitors and increase customer satisfaction with online banking bill payment.

Ways we can help

- Realize cost savings from your online banking bill-payment offering by reducing the number of payments that drop to check—and the associated channel expenses.
- Fulfill customer expectations about online banking bill-payment posting by reducing exceptions. Plus, enhance your reputation as a reliable online banking bill-payment service provider.

Proof point:

Increase your electronic rate by up to 25% or more.

Take full advantage of the MasterCard RPPS Online Biller Directory

Once you've realized firsthand the business potential of offering online bill payment to your customers, every additional payment you can process electronically only adds to the success of your offering. Now there's a service that can help you process as many payments electronically as possible. The MasterCard RPPS Electronic Payments Maximizer compares your file to the MasterCard RPPS Online Biller Directory—a constantly updated directory of thousands of billers—to determine if any payments earmarked as checks can be converted to electronic payments. It does this automatically through an exhaustive, high-speed search that targets both primary and secondary biller names ("Con Edison" and "Con Ed," for instance) and a variety of other critical identifiers to maximize the number of electronic payments that are matched with electronic-capable billers.

Reduce the cost of delivering online banking bill payment

This new proactive network solution can help you maximize electronic payment volume, reduce payments that drop to paper check, and decrease call center support expense required to help consumers with online banking bill-payment exceptions or perceived problems. The Electronic Payments Maximizer replaces the time-consuming manual process of searching various iterations of electronic-capable billers' names with an easy, cost-effective alternative that ensures that as many payments as possible are processed electronically.

Build your image as a trusted provider

Consumers expect that electronic-capable billers will keep online payments electronic. With the Electronic Payments Maximizer, you'll reduce disenchantment caused by exceptions that undermine consumers' expectations that online equals electronic. You'll also support consumer preference to pay bills at a single site and improve your reputation as a reliable, online banking bill-payment service.

Billing

Choose a monthly subscription fee for unlimited access, or be billed by number of files.

For more information

Participation in this service is easy. To find out more, contact your Account Support Team at 800-207-7605 or rpps_helpdesk@mastercard.com.