

# OneVu – Reaping the benefits

When OneVu launched its bill management service with Lloyds TSB back in 2006 there were some people who wondered how it could succeed where others had failed in the past. However, just two years on this unique service, which lets people see, track and pay all their bills from the familiar, secure environment of their online bank, is going from strength to strength.

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**T**he OneVu service is branded 'Bill Manager' at Lloyds TSB and 'Bill management' at RBS and NatWest. It offers consumers a consolidated view of all their bills and statements while online "at the bank". The company says think of it as the online replacement for the postal service.

One of the key benefits of the service is faster customer payments. Organisations who have signed up to the OneVu service are seeing a reduction in debtor days of up to 70%. 53% of customers who don't pay by direct debit are paying via the service within five days of the bill data being sent to OneVu, with the average at just over 11 days. This compares with the 40-day wait often experienced by businesses following the receipt of a paper bill.

Miles Quitmann, CEO at OneVu, explains: "The OneVu service is all about making life easier for customers by enabling them to manage their finances in one place. Paying bills can be time consuming and tedious. This service particularly appeals to customers that want to keep control of their finances but do not want to sign up for direct debit.

"The service benefits from what we call the 'inbox effect'. The Current Bills table in the OneVu service displays bills and statements in the same way the inbox displays emails in Microsoft Outlook. This acts as a call to action and the result is faster payments. In fact all of our billers are experiencing shortened bill to payment cycles as a result – some by as much as 70%.

"The OneVu service offers organisations the ability to increase traffic to their own electronic billing services, improve customer service and enhance their corporate image. Tangible savings can be made as a result of the convenience and transparency the service brings, enabling consumers to resolve queries themselves whilst online and through a reduction in the processing and posting of paper bills. Environmental considerations are often a key driver for organisations choosing to sign up for the service," concludes Miles.

Virgin Media was an early adopter of the OneVu service and is seeing a number of

benefits. Cormac Connolly, Director of Billing, Virgin Media explains: "For us this is a win-win solution, as our customers are enjoying the added convenience and we are benefiting from much shorter bill to payment cycles of up to 70%. Our decision to sign up for the OneVu service has resulted in significantly improved cash-flow, as well as a tangible saving as a result of substantial cost differences in billing systems – an electronic bill just 5% of the cost of a paper bill.

"Strategically e-billing is important to us as an organisation but, up to now, it has been difficult to get customer buy-in. The advantage of OneVu is the strong link with online banking, and the ability to make the adoption by the customer as easy as possible.

"The service enabled us to encourage our customers to change their behaviour and migrate to online billing, giving them the convenience of being able to view and pay bills at any time without needing to log into a separate Web site. The 'real-time' approach to viewing and payment, provided our customers with an intuitive and straightforward user experience and has resulted in a reduction in calls made to the Virgin Media help desk (for password support).

"We enjoy a very positive working relationship with OneVu, who are passionate about making progress. We are open and frank at all times and don't hide any of the roadblocks that arise internally, so OneVu can reposition. The partnership is very important and, with their experience, it makes sense for OneVu to take the lead. Some companies would struggle with a supplier taking the lead but I recommend it as appropriate in this set of circumstances."

Over 35 brands have now joined the service which is set to have over 350 million bills under management by the end of the year. Other new services will be launched later this year including the planned mobile phone top-up service via the Internet banks.

Miles Quitmann concludes: "The OneVu service has come of age and provides both us and our customers with a strong platform from which to launch future services. It is a very exciting time."

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