



Helping Customers

# Pay on the Go



Learn how Western Union® helped a national insurance provider offer its customers an iPhone payment app.



## Goal:

Expand the payment options available to customers, thereby enhancing the customer experience and making it easier for them to submit payments on time.

## Solution:

Offer an iPhone app that allows customers to make insurance payments, view policy information and make claims.

## Results:

- The insurer collected more than \$6 million through the iPhone app since go-live.
- Customers tended to use the app on a repeat basis, with an average of 2.5 payments per 6 month period.
- The insurer sees continuing momentum within this channel, with an average monthly growth rate of 21%.

## Innovating doesn't have to be a painful process.

It can be as easy as the click of a button. That's what one long-time Western Union® Speedpay® client learned after rolling out an iPhone app that makes it easy for customers to submit prompt payments on the go.

The client, an insurance provider headquartered in the Northeast, was acquired in 2009. Shortly after the acquisition, the insurer asked Western Union to help support an existing iPhone app offered by its new parent company. The app allows customers to pay their insurance bill, make insurance claims and view policy information via iPhone, among other benefits.

In August 2010, Western Union began working on the back-end mechanisms that would capture all customer payments made through the iPhone app. Meanwhile, the insurer worked to rebrand the app so it reflected the new payment options and appropriate branding.

Western Union also enhanced the original application by adding debit functionality that was not included in the original app. Western Union introduced PIN-less debit transactions — a more cost effective option,



as information is submitted via the ATM network rather than the credit card network, which has higher fees.

“Because we already had the Web service in place for them, the actual development and work that we had to do from the Speedpay side was relatively minimal,” says Melissa Klotz, Western Union project manager.

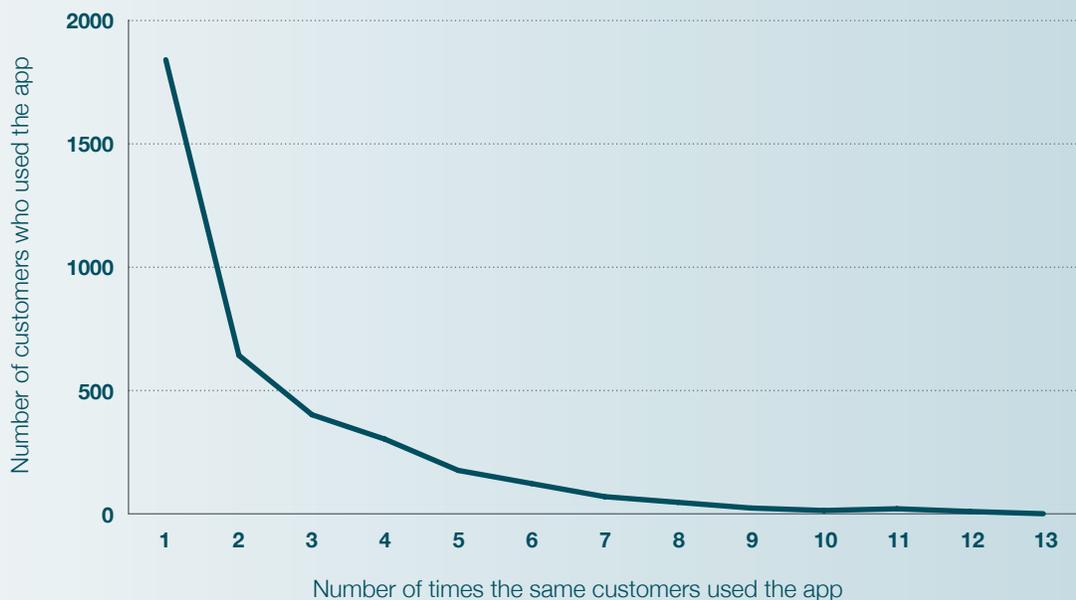
Enhancing and launching the app was seamless because of Western Union’s execution and project management skills, according to the Director of Payment Operations for the insurer. “It was a piece of cake; I didn’t have to do a thing,” he says. “Melissa is a genius.”

The app was launched ahead of deadline and became available in December 2010, allowing customers to use a variety of payment types, including ACH, credit card and PIN-less debit. Now, customers are able to download the free app by visiting the Apple App Store.

In addition to paying bills, customers may access account and vehicle information, report a claim, call roadside assistance, browse articles and videos, access maps, and find gas stations and other nearby attractions.

**“WE SAVE MILLIONS OF DOLLARS A YEAR BY HAVING THAT RELATIONSHIP WITH WESTERN UNION.”**

## Repeat Use of the iPhone App as of 2012

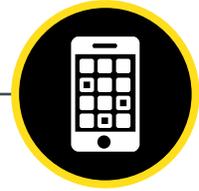


Now, the app is a value-add to the insurance supplier's Western Union Speedpay service, which also gives customers the ability to make online and phone payments. Because of the self-service payment options provided through Western Union, the insurer has maintained the same number of internal customer service representatives even as its customer base has grown.

Due in part to self-service payment channels supported by Western Union, the insurer continues to reduce service expenses associated with phone reps. "We save millions of dollars a year by having that relationship with Western Union," says the Director of Payment Operations for the insurer. "If I didn't have the relationship with Western Union, all of the payments that they process would have to be processed internally and the company would have to incur that expense."

Although the number of payment channels has increased, the ease of managing customer payments has remained very simple for the insurer. Following each transaction request, payment information is sent to Western Union in real-time via Web services. Western Union then consolidates all online, phone, call center/extranet and iPhone app payments into a customized posting file, and sends that information to the insurer on a nightly basis.

Since its launch, adoption of the app has grown consistently. When it first launched in December 2010, there were about 130 payments made through the app. By the end of the first year, usage of the app had exceeded expectations with about 1,100 payments made in December 2011, and a continual growth rate of 21%, month over month.



## Success Factors

- Expand payment options to serve the needs of an increasingly diverse customer base.
- Adapt an existing application to accept additional forms of payment.
- Ensure proper testing of back-end functionality to provide accurate data capture and reporting.

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