



# Customer Self-Service Strategy

Presenter: Jerry Jones

"If an invoice is due in 30 days,  
we pay it in 60 days. If it's due  
in 60 days, we pay it in 90 days.  
If it's due in 90 days, then  
they probably don't need  
the money anyway!"



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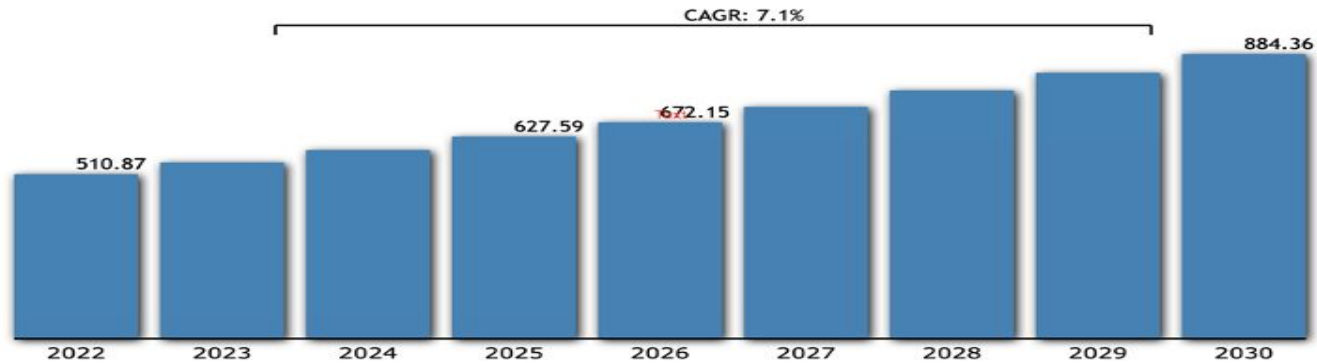
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# Agenda

- Payments Trends
- Web to Print
- Creating the “Amazon effect”
- Streamlining billing and payments

# Credit Card Usage and Projections

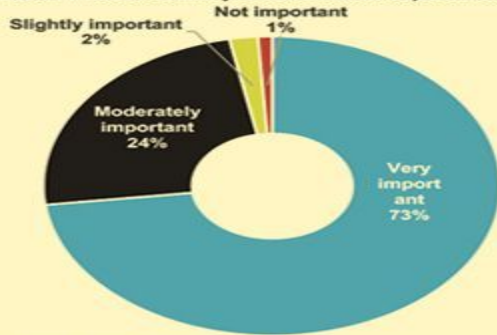
Credit Card Payment Market Size, 2022 To 2030 (USD Billion)



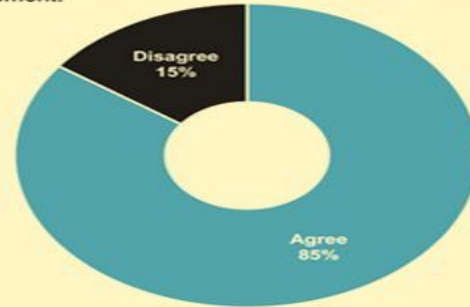
# Online Orders - What do your clients expect?

**Figure 2: Customers Prefer Provider that Offer Online Ordering**

Q. How important is the following in selecting a print provider: *Provide online job submission capabilities*



Q. What is your level of agreement with the following: *Prefer to work with providers that offer online ordering options that enable us to better control print spending and brand management.*



n=211 Communication Buyers and Influencers  
Source: Enhancing the Print Customer Connection, NAPCO Research 2021



## Web to Print

- Time Savings (employees and clients) - reinvest time into clients and bigger jobs
- What do your clients expect - have you given them the opportunity?
- Customer stickiness
- Ability to scale
- Collecting payment quicker
- MyOrderDesk?

## “Amazon Effect”

- What makes Amazon successful? GC
- How do you buy items online?
- Build around the client experience.



# Embedded Payments

- Automation
- Speed of payment and sales.
- Reallocating time where it's needed
- Labor market - who does this today?

Thank you for your business!

Print Reach Inc.

Invoice Details

**DUE 4/26/2024**

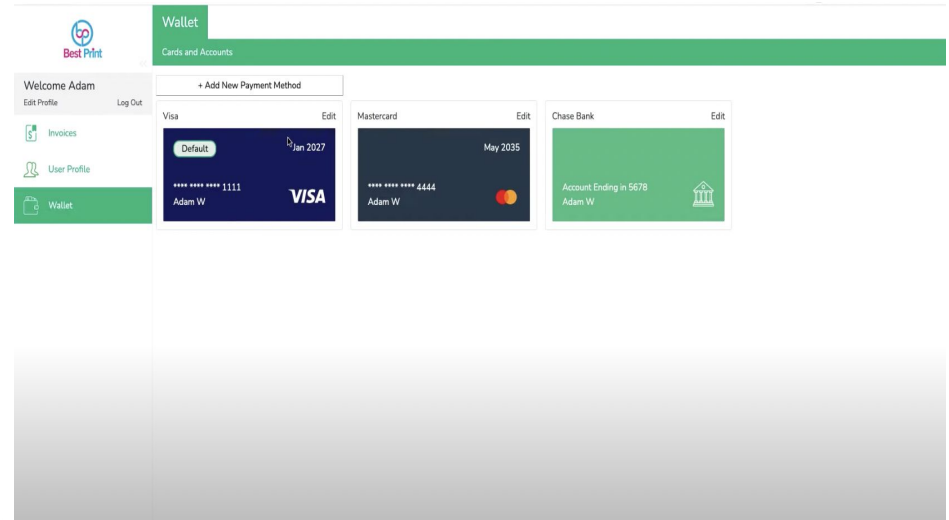
**\$2,533.63**

Pay Now



# User Portal

- Customer Self Service
- Fewer manual entries
- Additional options for clients to pay



Questions?

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