



Powering forward.

8 ways PayPal helps energy businesses meet customer expectations today.



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The proof is in the numbers.

The energy market is feeling the pinch. The rising cost of energy and increased pressure on consumer wallets mean it's time to evolve to meet new digital realities.

Digital transformation is more than just making services available online. Today, it's about building a more efficient, customer-focused business. And to do that, energy companies need to streamline operations to drive efficiencies and tackle growing debt and collection costs.

Customer experience is key for growth, and that means keeping up with consumer expectations and demands. While energy services remain non-negotiable for today's consumers, they have choice in providers. And their decisions are led not just by cost but also by simplicity, security, and speed in all interactions.

eCommerce has led the way to streamlined payments solutions and freedom in how customers pay. And today's customers now expect the same quality online experiences from their service providers – including energy businesses.

Delivering fast and flexible digital experiences for customers drives positive business outcomes. With PayPal, you can deliver on customer demands, enabling them to interact and transact with you digitally when and how they want to, and see marked improvements in business agility and operations management.

We know energy executives are worried they lack the skills to complete a digital pivot, particularly in payments, and that's where we come in. Not just a button, we're payment experts with the experience, know-how and solutions that help you exceed customer expectations. We don't just process your payments – we could help you attract new customers and grow customer loyalty and retention.



of utility executives worry about a lack of skills to complete a digital pivot, especially in the payments space.¹



#1

PayPal is the preferred online payment option for Australian consumers.²



2x

Australian consumers are more than twice as likely to purchase from a site that offers PayPal.²



9.7^{pp}

PayPal can help increase authorisation rates by 9.7 percentage points.³



8%

Merchant Net Promotor Scores are 8% higher among customers paying with PayPal.⁴



81%

of Australians trust PayPal to keep their payments secure.⁵



#1

Roy Morgan named PayPal Australia the #1 trusted non-bank financial services brand.⁶

The power of PayPal.

20 years ago, we revolutionised the payment industry. Today, we're revolutionising business.

As one of the world's largest 2-sided payment network, we connect businesses with consumers across industries in over 200 markets around the world. Our laser focus on payments mean we're tapped into the latest consumer expectations and payment innovations. We deliver friction-free and fast experiences customers love, helping businesses attract new customers, build loyalty among their existing base, and streamline operations.

9.3M+⁷

active Australian accounts.

#1.36T⁷USD

total global payment volume in 2022.

22.3B⁷

payment transactions globally in 2022.

As you embark on your digital transformation journey, we know you're focused on two key things: improving operational efficiencies and growing your customer base. With PayPal, you have a payment partner with long-standing experience, deep insights, and robust data to help you navigate the way forward. A partner focused on helping you grow and gain market share by meeting customer demands.

PayPal powers Australia's largest enterprises.





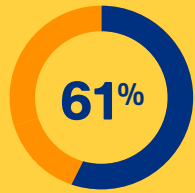
1 Delivering more payment options.

Customers want to pay on their terms – how, when and where it's most convenient for them. They expect the same flexibility and choice when paying bills that they enjoy when buying anything online. They demand smooth, secure, reliable, and frictionless online payment experiences, and delivering these can result in faster, more on-time payments.

With traditional infrastructure, choice of payment methods can be hard to deliver. PayPal has most of the popular options built in, with credit and debit cards, payments direct from bank accounts, buy now pay later (BNPL), direct debit and recurring payment options all packed neatly into our enterprise payments platform.

When the payment options they prefer are at their fingertips both online and in apps, customers are more likely to pay bills sooner, cutting the cost of late payments and collections.

One PayPal integration delivers multiple payment options to your customers across all your touchpoints. And with our integrate once approach, whatever comes next in payments is delivered seamlessly and automatically to your customers.



61% of large enterprises reported improved customer satisfaction on mobile channels as a result of implementing digital wallets.⁸

64% of Australians used PayPal in the past 6 months.²

2 Offering a BNPL solution.

BNPL is under regulatory scrutiny as cost-of-living rises across Australia. However, customers are demanding more flexibility in the way they pay their bills. They seek the ability to smooth out their payments over time and BNPL is a popular solution, with 20% of Australians opting to use BNPL within the last 6 months.²

We recognise the importance of responsible lending and that's why PayPal relies on the analysis of customer data and credit reporting information (where necessary) when assessing a customer's eligibility for PayPal Pay in 4.



In 2022, PayPal won Canstar's most satisfied Buy Now Pay Later award for both consumers and merchants.⁹

Meeting your obligations

PayPal's Pay in 4 is not actively promoted for energy payments – the option may simply be available to eligible customers at the point of payment based on PayPal's assessment of their suitability. It is not designed to replace payment plans for customers experiencing financial hardship.

You can choose to accept BNPL payments or turn it off for all customers. Even if you do enable Pay in 4, it will not be available to customers who have indicated to PayPal that they are experiencing financial difficulties. These customers can pay in full with PayPal or contact you directly to discuss an alternative payment plan.



3 Getting paid in 2 seconds (not 2 days).

What would real-time payments mean for you? Legacy batch payment processing is fraught with problems in today's immediate world. Delayed processing means increased risk of declines and late payments, and negatively impacts cashflow.

With PayPal's real-time processing and digital wallet capabilities, issues can be identified and payments retried immediately from customers' linked payment methods, ensuring that transactions are approved at a higher rate and more often on the first try.¹⁰

Beyond improved cashflow, real-time payments could deliver greater operational efficiencies. Reducing manual work and multiple reconciliation tasks with automatic settlements frees staff to work on more business-critical tasks. The ability to update systems and complete sales can instantly provide a better end-to-end experience for both customers and the customer service staff who serve them. Real-time payments can also allow energy businesses to access robust, real-time reporting and real-time control over risk exposure.

Batch processing	PayPal's real-time payments
✗ Delayed reporting on failures	✓ Instant re-attempts on other payment methods in the PayPal wallet upon initial failure
✗ Manual settlements	✓ Automatic settlements
✗ More late payments	✓ Real-time payment reporting
✗ Increased collections costs	✓ Decreased operational costs

The true cost of payments

It's easy to think of transaction fees being the biggest factor, but is that the end of the story? Take a moment to consider the impact of payments across your business.



Time to process

Longer payment processing time leads to delayed reconciliation processes, more touchpoints and multiple resources allocated.



Time to receive payments

What's the impact on your working capital and cashflow?



Customer churn

Energy businesses experience an average customer churn rate of 15-25%.¹¹ What would even a slight reduction in this rate mean for your revenue and profit?



Approval rates

What's your average transaction approval rate and what impact does that have on operational staff time and collection costs? What would a 10% improvement mean to your business?



Collection costs

What's the cost of engaging collection agencies or selling customer debt? What impact would cutting the average number of days of outstanding debt deliver?



Partner management

How many parties are involved in payments (e.g. banks, credit card providers, payment processors, billing engines and invoicing solutions), and what's the cost of managing and maintaining these relationships? And what about internal or third-party fraud management systems?



System management

How many systems are involved in a single transaction? How well do they integrate with each other and what's the cost of maintaining them, including regular updates?

4 Driving operational efficiencies.

Offering a unified range of payment methods, all seamlessly orchestrated within a single ecosystem can deliver considerable advantages, both delighting customers and streamlining operations. With PayPal's payment platform, you can simplify and consolidate all your payment systems into a single solution.

With one solution, you can take control of the ever-escalating end-to-end costs of collecting bill payments. Reducing the costs of declined transactions, delayed payments, and collections, as well as staffing costs associated with payment handling, manual reconciliations, and customer servicing, all adds up. Focusing on self-service and digital wallets can make a big impact.



Automation can reduce the cost of a claims journey by as much as

30%¹²

Simplicity is key. Rolling a gateway, merchant facility and digital wallet in one, PayPal could eliminate potential for error and improve customer servicing as staff can more easily track customer payments and payment history.

One integration with PayPal could help reduce operational costs and improve efficiency across the organisation.





5 Looking forward with confidence.

With all your transactions in one optimised control panel, it can be easy to stay on top of trends, manage your exposure to risk and drive impactful decision-making, enabling you to stay competitive in a highly volatile market.

Robust and streamlined reporting both in the control panel and delivered daily via API can give strong insights into the business, allowing for faster, data-backed decisions.

PayPal's extended commerce capabilities can also open up new opportunities for strategic partnerships, both within your wider group of companies and with third parties. Our integrations can make technically difficult experiences easy and secure, allowing you to create new monetisation opportunities and go to market faster.

With PayPal focusing on your payments, you can focus on your business priorities.



Making business priorities achievable.

Rewards programs are a huge incentive for energy customers. But with outdated tech and payment providers, the implementation of partner deals and discounts often results in frustrating customer journeys, big demands on developers, delayed payouts, and manual reporting and analysis.

PayPal's extended commerce capabilities can make these strategic partnerships easy. Development time can be slashed, reporting automated and immediate, funds automatically routed to the appropriate parties in real-time, so customer experiences are never compromised.

6 Tightening security.

Securing customers' data is a growing concern for enterprises across industries. PayPal can help you protect your business and customers' data while maintaining compliance.

PayPal has achieved PCI DSS (Payment Card Industry Data Security Standards) compliance certification under various programs and standards. This underscores our commitment to security and the protection and integrity of customer data. We can help maintain the security and PCI requirements of handling customers' sensitive financial data. When PayPal processes payments for you, you can spend less time dealing with data security and more time growing your business.



Data security is at the core of everything we do.

Tap into our proprietary mix of data, models and tools to help optimise fraud prevention. Our fast-learning predictive risk algorithms ingest trillions of data points from across our network to identify patterns and help mitigate risk in real time.

In your control panel, you can test and deploy new risk rules in real time to adapt to evolving fraud patterns without friction at checkout or increasing the risk of false declines. Or easily and securely connect with third-party security services partners to optimise your risk and security profile.

PayPal can help you navigate new fraud threats and security challenges around the globe and quickly pivot your approach to help protect your transactions while ensuring you remain PCI compliant. With decades of data-driven insights, PayPal can help prevent fraud and reduce risk.



of users feel more secure using PayPal than sharing credit card information online.¹³

7 Getting set up with PayPal.

Our solution engineering team works with you to develop a plan for integration across all your systems, platforms, and tools. The PayPal platform is developer-friendly, and delivered in a modular format so you can add and remove functionality to suit your needs. With our API updates, new features and enhancements are rolled out automatically.

As a robust solution, we're already integrated with the most popular third-party providers, meaning your eCommerce platform, billing software and CRM system could plug in easily. And with the help of our local, experienced solution engineering team, we'll integrate our platform with yours to ensure best-practice integration and performance, and reduced tech debt across your system architecture.



8 Having the right people on your side.

Our support doesn't stop once you're up and running with PayPal. Our local account management team is your go-to for all things PayPal and payment optimisation.

As well as day-to-day account management to work through any issues that may arise, our team's here to provide training to help you get familiar with the platform and reporting capabilities and derive the most value from them.

Quarterly business reviews with our Australian-based team can also keep you on top of how things are tracking and any shifts in consumer behaviour. You'll get insights into your performance against industry benchmarks, and work together to develop plans for the quarter ahead.



About PayPal

PayPal has remained at the forefront of digital transformations and online payments for more than 20 years. Our insights and innovation have helped drive growth for our merchants, with convenience, choice, and trust at our core.

Powered by PayPal Braintree, our enterprise solution is the payments platform supporting Australia's largest enterprises and some of the world's leading brands.



To tap into the power of PayPal and find out how we can help modernise your business, [contact](#) our energy market specialists today.

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