

Jack Henry
B2C Adoption Campaign
Voice Bill Pay for the Echo Device
CASE STUDY



Objective

Develop a campaign to drive adoption and use of Jack Henry's new Alexa Voice Bill Pay skill used by Amazon's Echo devices.

Target Audience

Consumers who bank at small to medium-sized financial institutions and credit unions.



Marketing and Creative Strategy

The news is bad...

The Equifax data breach affected 143 million people. The Target security breach affected 110 million people. The JPMorgan Chase account breach affected 76 million people. And those are just a few of the stories we've seen in the news lately.

Several other companies have had sensitive customer data hacked, compromised, stolen or exposed over the last few months and years. Even our voter records are no longer sacrosanct.

(continued)

B2C Adoption Campaign

Video

RAPID RIVER BANK

Use Voice Bill Pay to pay your bills.
Download the QuickPay™ skill today to get started.

Landing Page

RAPID RIVER BANK

Click Here to Play Video

Mobile Email #1

Pam, now there's a fast, secure and hands-free way to pay bills.

RAPID RIVER BANK

Pam, say hello to Voice Bill Pay.
The QuickPay™ skill lets you use your Alexa-enabled device to pay bills quickly and easily.

[GET QUICKPAY NOW](#)

Pam, QuickPay is an easy and secure way to pay your mobile phone bill, utility bills, streaming bills, and more with simple voice commands.

Once you've downloaded the skill, QuickPay lets you use the technology in your Alexa-enabled device to pay bills.

- Without a computer, tablet or smartphone
- With a secure, personal passcode
- While you're busy doing other things around the house

It's convenient and completely secure. Best of all, you can make payments, provide payment history and check scheduled payments anytime just by saying, "Alexa, start QuickPay."

To get started, download the QuickPay skill today.

[GET QUICKPAY NOW](#)

Need help? [Click here](#) to see a short video on how to get started with QuickPay.

With QuickPay and your Amazon Echo or Dot, you can pay bills:

Emails #1 & #2

Marketing and Creative Strategy *(continued)*

Consumers are shell-shocked

And in the midst of this uncertain, unsettled environment, Jack Henry asked us to introduce people to an entirely new way to pay bills — using just their voice. Not on their computers, not on their tablets, not even on their phones... nope, just put it out there. Simply say it — and pay it.

This new voice-activated technology let anyone with an Amazon Alexa device pay bills verbally. It was simple to use, easy to set up and a tremendous time-saver. But it was the wrong time to ask people to abandon their fears of having their financial data hijacked. Still, that's what we needed to do.

The client had invested heavily in this product and worked tirelessly with Amazon to get it right. They were in no position to "table" it. It had to go to market and transaction volume needed to be substantial. But what approach would drive usage in this type of environment?

Security was the key

Everything hinged on the topic of security. Talking about it too much could make it a "sticking" point and scare people off. Not talking about it enough would not do enough to reassure consumers that this fabulous new technology was reliable and safe.

So the carefully crafted messaging took an approach that mentioned security and fully acknowledged it, but did not make it the primary concern. Instead the emails, landing page and video focused on the benefits of using Voice Bill Pay.

In the email, animated imagery engaged readers by showing a quick sampling of all the different bills you could pay just by saying, "Alexa, pay my _____ bill \$200 on May 4.

Security, passwords and PIN numbers were all important, but they were support points to the main benefits of this technological marvel.

Email #1 Detail

Pam, now there's a fast, secure and hands-free way to pay bills.

RAPID RIVER
BANK

Pam, say hello to Voice Bill Pay.
The QuickPay™ skill let's you use your Alexa-enabled device to pay bills quickly and easily.

GET QUICKPAY NOW



Pam, QuickPay is an easy and secure way to pay your mobile phone bill...utility bills...streaming bills...and more with simple voice commands.

Once you've downloaded the skill, QuickPay lets you use the technology in your Alexa-enabled device to pay bills:

- Without a computer, tablet or smartphone
- With a secure, personal passcode
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It's convenient and completely secure. Best of all, you can make payments, provide payment history and check scheduled payments anytime just by saying, "Alexa, start QuickPay."

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GET QUICKPAY NOW

Need help? [Click here](#) to see a short video on how to get started with QuickPay.

With QuickPay and your Amazon Echo or Dot, you can pay bills:

		
QUICKLY You simply say, "Alexa, start QuickPay"	SECURELY You use a personal passcode for every transaction	HANDS-FREE So you can multi-task around the house

You're not just another customer. We're not just another bank.



© Rapid River Bank • QuickPay

Results

The novelty of the technology was critical to the success of this campaign. Word not only got out about voice bill pay, people were genuinely interested in using Alexa to pay their bills. They understood the concept and were totally comfortable using their Dots or Echos.

From the time the emails dropped, bill pay traffic spiked — and it never slowed down. People loved the ease of paying bills with a simple voice command. This helped them save time and it kept their hands free to do other things around the house.

But perhaps the biggest win was that a new mindset emerged among customers. This technology was not only easy to set up and easy to use — it was inherently safe.

