



## CheckFreePay®

### In-Person Cash Payments Made Easier

Customers expect convenient, easy ways to make safe and secure payments. They look for billers to make it easy for them to pay in a way that best suits their needs. See how you can expand your payment offerings with CheckFreePay from Fiserv.

## Who is the cash preferred consumer?



**58%** are 30 – 54 years old



**68%** are female



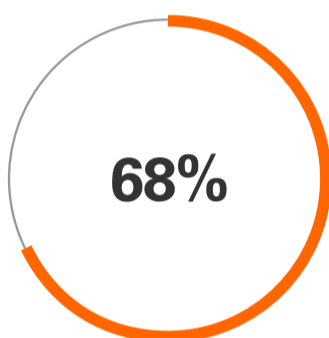
**79%** own a smartphone



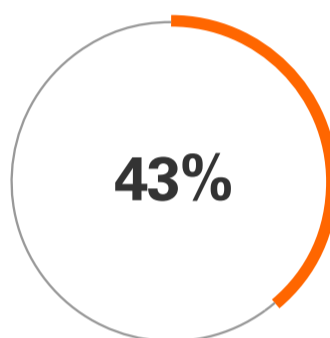
**96%** have financial product(s) to pay online

Sources: Forrester, Cash Preferred Consumer Profile, 2019

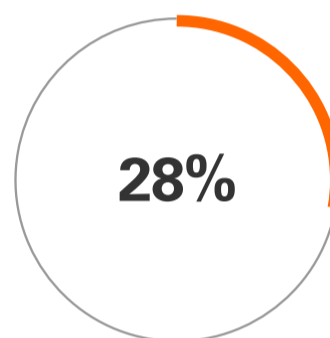
## Cash Payments are Considered to be the Fastest and **Most** Secure



of consumers say both **speed and efficiency are important** when determining a payment method



of consumers say they consider cash to be the **most secure form of payment**



of consumers say they consider cash to be the **fastest form of payment**

All data is among U.S. banking consumers consumers. Household Finances Report, 2019

### Why Consumers Pay in Cash



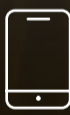
50% of consumers prefer to pay in cash because it is more convenient for them

#### Convenience is Key

1/2 of cash-preferred consumers say convenience is the number one reason they pay in cash



#### Purchasing From Home



**79%** of cash-preferred consumers can make a purchase from their smartphone



**60%** of cash-preferred consumers can make a purchase from their laptop computer

### Provide More Than Bill Payment

Address multiple needs with one solution

#### Top-up a mobile wallet:

Consumers have cash and need to add it to their digital wallet to use services such as Uber



**Pay rent:** Consumers can use CheckFreePay to pay their rent – above the \$1,000 threshold of money orders

#### Add funds to a toll pass:

Commuters can use cash to add funds to their toll accounts or pay toll bills



Sources: Forrester, Cash Preferred Consumer Profile, 2019

CheckFreePay is the largest processor of walk-in bill payments in the **United States processing over 75M transactions in 2019.** We provide payment services to consumers who prefer to pay in person.

#### Connect With Us

For more information about CheckFreePay call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [fiserv.com](http://fiserv.com).

The full survey methodology for the cash-preferred consumer profile and the Expectations and Experience consumer trends research from Fiserv is available upon request.



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