

Simple, Effective Financial Management Is Just a Click Away

(NAPSA)—In today's busy world people are finding it more and more difficult to balance personal and work obligations. Many are looking online for ways to simplify and streamline time-consuming tasks and responsibilities. For example, 35 million U.S. consumers now pay their bills online, according to market research firm Gartner, and that number is expected to reach 65 million by 2007.

A recent survey conducted by MasterCard Remote Payment and Presentment Service (RPPS) found that a growing number of consumers are paying their bills online through their bank's Web site.

The MasterCard RPPS study found that 90 percent of survey respondents who routinely pay their bills online at their bank's Web site cited convenience as the primary reason why they prefer to pay bills this way. Nearly three-quarters (73 percent) of respondents said they use their bank's Web site to pay bills online because they are able to take care of all their banking needs in one place. Among the other reasons consumers cited for preferring to pay their bills this way included 24/7 access, a better management tool for their personal finances, security features and the peace of mind that comes from dealing with an institution they already know and trust.

Paying bills online is a practical solution for busy consumers, especially those with diverse banking needs beyond bill payment, such as money transfers, tracking checking account balances, and reviewing account transactions, according to survey respondents.



Online bill payment can help ease the juggling of personal, financial and work obligations by providing greater control over one's finances.

Consumers also recognize that paying bills online at their bank's Web site frees them from time-consuming paper-based methods, saves money on postage, and eliminates the hassle and confusion of remembering multiple log-ins and passwords required at individual Web sites. The convenience and benefits of this "one-stop" bill-payment method led 44 percent of survey respondents to say they would change banks if their current one stopped offering online bill payment through its Web site.

Online bill payment at a bank's Web site can be the central organizing mechanism of personal financial management, freeing consumers from trips to the post office, and the possibility of ever misplacing a bill or having a payment get lost in the mail. With all of these advantages, now is the perfect time to sign up for online bill payment at your bank's Web site.