Embracing Multi-Generational, Multi-Channel Billing & Customer Engagement

Effective Communication for Every Generation

- **Baby Boomers**
  - Average Age: 56-72
  - Top Channel: Direct Mail, Web
  - Key Drivers: Predictability, Presence, Valuable Service, Security

- **Generation X**
  - Average Age: 35-55
  - Top Channel: Telephone, Web, Mobile
  - Key Drivers: Efficiency, Value, Quick Access, Digital

- **Millennials**
  - Average Age: 18-37
  - Top Channel: Web, Text, Email
  - Key Drivers: Convenience, Speed, Accuracy, Social Channel

- **Seniors**
  - Average Age: 60+
  - Top Channel: Direct Mail, Web
  - Key Drivers: Security, Convenience, Valuable Service

**Keys to Successfully Engaging Each Generation**

1. **Use Baby Boomers' preferred channel of print to encourage product/service purchases.**
2. **Don't overlook the value of print.**
3. **Maximize readability and enable quick absorption of key information.**
4. **Personalize communications.**
5. **Frequent touchpoints.**
6. **Mobile-based communications.**
7. **Email-based communications.**
8. **Bill design.**
9. **Level One makes it simple to address diverse generational preferences while delivering personalized 1-to-1 communications.**
10. **Adaptive Consumers.**
11. **Level One's suite of automatically generated communications allows for dynamic adjustment of the content to match a generation's needs and engagement level.**
12. **Customer communications and enable quick absorption of key information.**
13. **Visual distractions important.**
14. **Learning never stops.**
15. **Eyesight is a matter of health.**
16. **Vision often begins to deteriorate by age 41.**
17. **BORN.**
18. **TOP CHANNELS.**
19. **AGE TODAY.**
20. **VALUES TODAY.**
21. **Lifers.**
22. **Technology is a necessity.**
23. **Bridging the Digital Divide.**
24. **Marketers need to consider generational needs when designing marketing efforts and building loyalty.**
25. **Social media popularity in helping.**
26. **engagement increases.**
27. **Engaging with Gen X customers.**
28. **How to engage with Gen X customers.**
29. **Bill design.**
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