helix

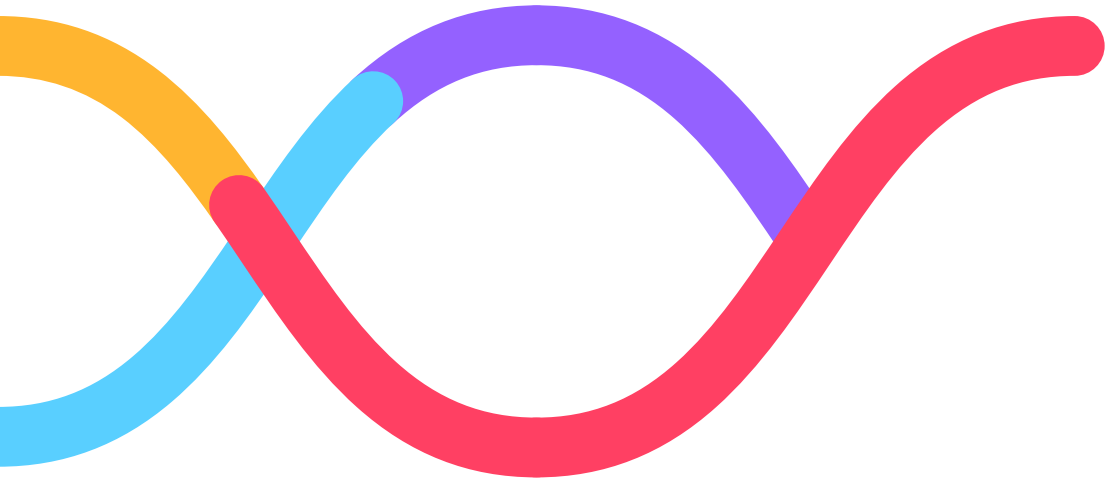
PRODUCT OVERVIEW

# Increase stickiness and earn revenue with *better payments experiences.*

## Biller Direct

Payments have been a powerful source of stickiness for financial institutions for years, and now you can offer it too. Biller Direct easily integrates into your existing offering or application and provides a way to further engage your users, as well as and capture a valuable share of debit card spending.

*by* Q2



# 81%

of users rate real-time and same-day payment processing as either “important” or “very important.”

### A better user experience

Biller Direct provides users with a single, elegant view of all their bills, complete with the features they expect within a modern user experience—like push notifications, insights on spending, and real-time payments.

### Implementation made easy

Because Biller Direct is an open-API solution, it can be implemented quickly as a standalone application. Development-ready organizations can also use the Biller Direct API to quickly and easily build their own payments product.

### Opportunities for revenue

For fintechs, Biller Direct represents a new opportunity to drive revenue in the digital channel. By making automated debit payments on behalf of your customers, you position yourself to generate interchange revenue on every bill paid.

### Drive payments adoption

Biller Direct’s modern user experience eliminates the hassles associated with traditional payments solutions. By providing real-time payments and a better experience, Biller Direct helps you appeal to new segments and increase user stickiness.

To learn more, visit **helix.q2.com** or email **info@helix.q2.com.**