



TRANSFORMING TO DIGITAL COMMUNICATIONS

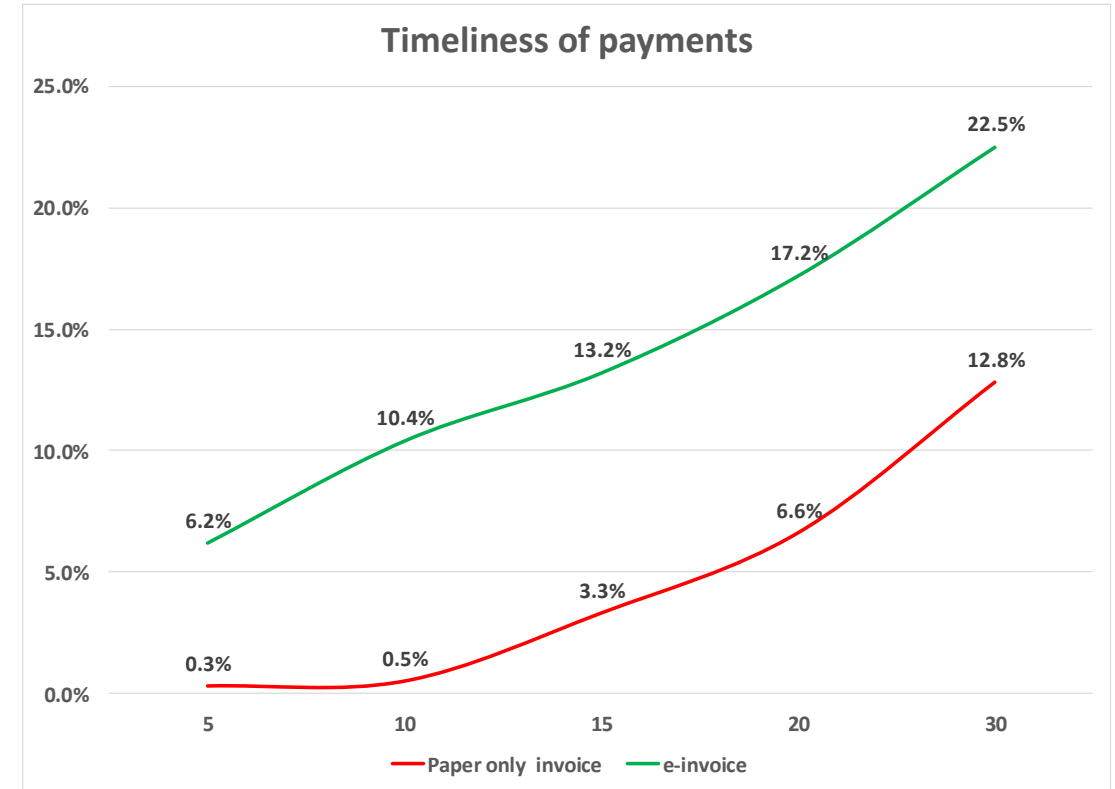
E-Invoicing at the Illinois Tollway

Chief of Business Systems Michael Catolico
May 6, 2024

“GOING GREEN,” ENHANCING REVENUE AND MEETING CUSTOMER EXPECTATIONS

Illinois incrementally switching to e-invoicing

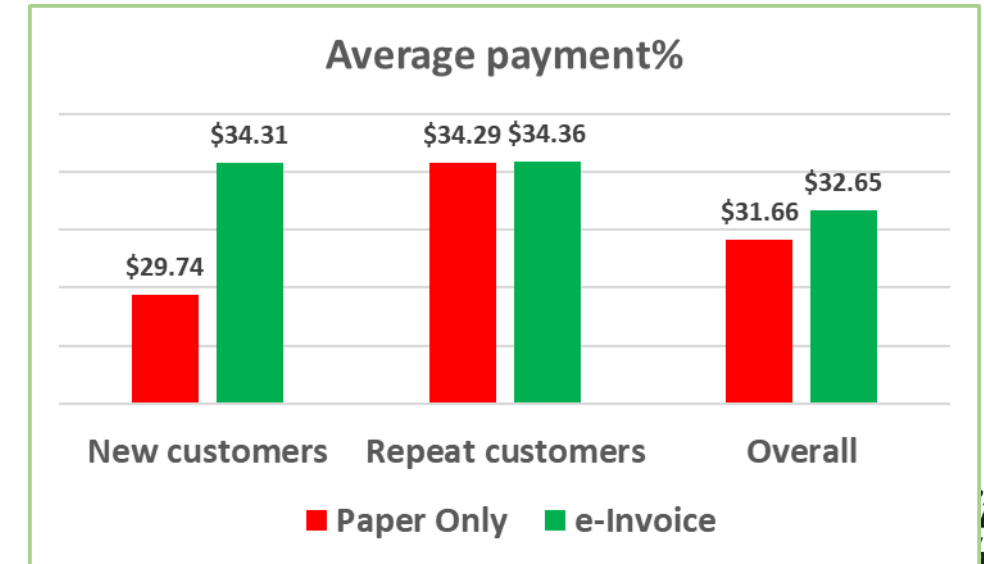
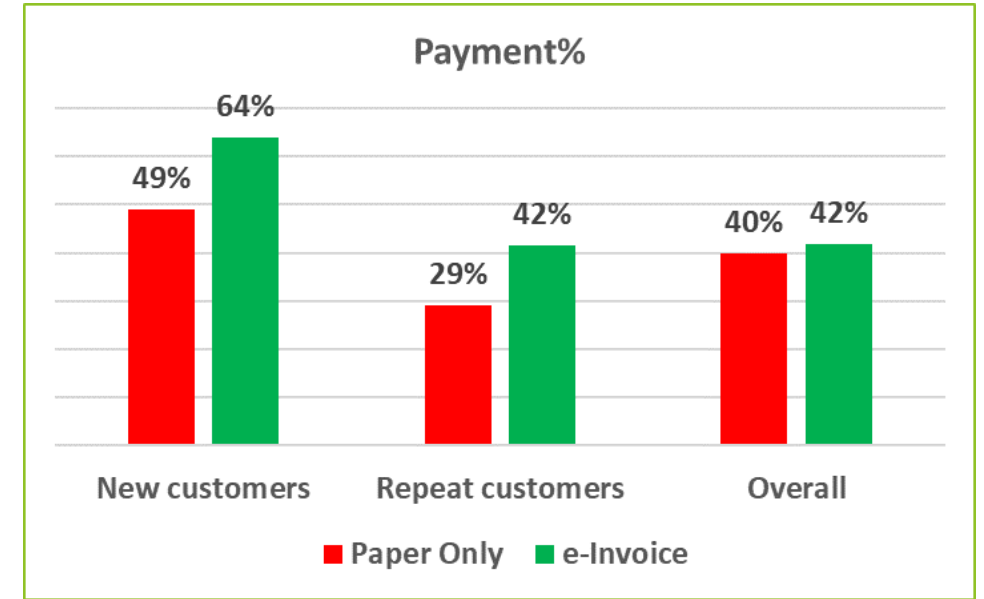
- Phase 1: Supplemental email – known customers (Q2 2022)
 - Reduced aging cycle
- Phase 2: Pre-paper email – known customers (Q2 2023)
 - Eliminating need for postal mail
 - Improved collectability
- Phase 2b: Purchase email – new customers (Q3 2023)
 - Use of opt-in data via skip-trace service
 - Further increase in responsiveness/collectability



RESULTS

Key metrics

- Responsiveness: Higher propensity to pay
- Improved revenue: Likely to pay more expensive invoice
- Lower operating costs: Reduced postal mail by 12 percent; self-service improved by 13 percent
- Although legacy contacts three times more likely to respond over purchased list, skip-tracing still strong, positive return on investment (\$1.53 saved for every \$1 spent)



FUTURE PHASES

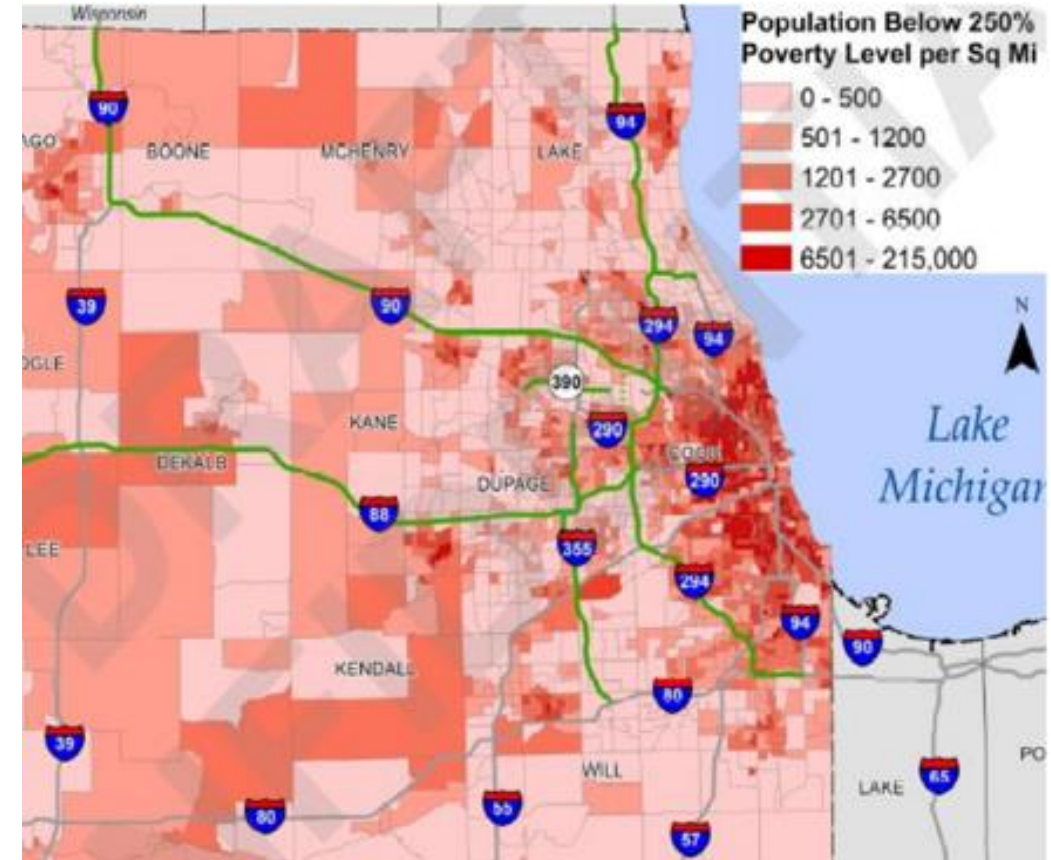
Pre-invoice email/text

- No fee applied; convert to plate-based account

Multi-channel messaging (social media alerts)

Predictive targeting of payment requests based on propensity to pay and equity considerations

- Low-income households as likely to have email high-income households





THANK YOU

mcatalico@getipass.com