

ThinkOTB Unity Trust Bulk Faster Payments Emails V1

Customer segment 1: Online banking customers> Not registered to use BFP service>High, Medium, Low users of other payment processes - 3 emails.

Subject line options for email 1 - time and cost savings:

1. Time is money: Save both with Bulk Faster Payments
2. Streamline your payments with Bulk Faster Payments
3. Say goodbye to the tedious with Bulk Faster Payments
4. Multiple Payments, One Click: Dive into Bulk Faster Payments
5. Your time and money matters - Say hello to Bulk Faster Payments
6. Introducing the time and money saver: Bulk Faster Payments is here

Email body for email 1 - time and cost savings:

Hello [Customer's Name],

We're excited to introduce our new Bulk Faster Payments service, tailor-made to save you time and money making multiple payments.. Here's how BFP is set to redefine your payment processes:

- **Make bulk payments:** Wave goodbye to individual transactions. With BFP, you can send up to 100 Faster Payments at once.
- **Maximise your time:** By eliminating individual processing, you can free up more hours in your day.
- **Transparent & cost-effective:** Our BFP charges are straightforward, potentially offering a more economical solution than services like Unity e-Payments.
- **Plan ahead:** With the ability to submit payment files up to 12 months in advance, BFP gives you the flexibility to be proactive.

Ready to save both time and money when making payments? Register now through your Internet Banking account by selecting '**Register for Bulk Faster Payments**'.

Warm regards,

The Unity Trust Bank Team

Subject line options for email 2 - ease of use:

- Making bulk payments has never been easier: Bulk Faster Payments
- Making Multiple Payments? Make them easier with Bulk Faster Payments
- We've simplified bulk payments for you
- Open this email and open a world of easier bulk payments
- A seamless bulk payments service is here

Email body for email 2 - ease of use:

Hello [Customer's Name],

When it comes to managing your business, we understand that time is precious and challenges are many. That's why we've designed our Bulk Faster Payments service to be straightforward, helping you reclaim some of your valuable time:

- **Quick setup:** Register for BFP directly in your Internet Banking account. Just look for 'Register for Bulk Faster Payments'.
- **Effortless uploads:** Whether using a .csv file or picking from existing beneficiaries, compiling your payments is swift and easy.
- **Batch payments with a 'click':** Submit up to 100 payments at once, streamlining your financial tasks.
- **Plan ahead:** BFP allows you to schedule payments up to 12 months in advance, giving you more control over your financial planning.
- **Safety first:** With Strong Customer Authentication (SCA), you're assured of security for every batch of payments.

Experience the simplicity of our new service and see how Bulk Faster Payments can give you back some of your day.

Warm regards,

The Unity Trust Bank Team

Subject line options for email 3 - simple & quick registration:

- Register for Bulk Faster Payments in minutes
- Bulk Faster Payments: Your quick start guide
- You're minutes away from sending bulk payments... faster!
- Bulk Faster Payments registration: Simpl, quick, done!

Email body for email 3 - simple & quick registration:

Hello [Customer's Name],

Discover smoother, more efficient payments with our Bulk Faster Payments service. Registration is so straightforward, you'll be set up in just a few minutes. Here's a quick breakdown of the process:

- 1. Log in:** Sign into your Unity Trust Bank Internet Banking account.
- 2. Navigate:** Head to the 'Payments' hub and select 'Register for Bulk Faster Payments'.
- 3. Confirm details:** Ensure you're the online banking administrator for your organisation. This is a requirement to proceed with registration.
- 4. Finalise registration:** Follow the on-screen instructions to complete your BFP registration.
- 5. Get started:** Once registered, you're all set to make batch payments with ease. Whether you're scheduling payments or doing them in real-time, BFP simplifies it all.

It's that simple! Get started now to experience a more streamlined bulk payment process thanks to Bulk Faster Payments.

Warm regards,

The Unity Trust Bank Team

Low users: Subject line options for email 1 - time and cost savings:

1. A faster, cheaper way to manage bulk payments
2. Discover big savings with Bulk Faster Payments
3. Another great reason to use online banking: Bulk Faster Payments
4. Bulk Faster Payments - are you missing out on saving time and money?
5. Get online and get saving time and money with Bulk Faster Payments

Low users: Email body for email 1 - time and cost savings:

Hello [Customer's Name],

Every second and penny counts in business. That's why we've tailored our new Bulk Faster Payments service for businesses like yours:

- Save time: Send up to 100 payments at once. No more manual entry for each transaction.
- **More free hours:** Eliminate individual payment processing and save time.
- **Clear & economical:** Straightforward charges mean you can easily work out if this service is better for you
- **Easy registration:** Get started in minutes right from your Internet Banking account.

Elevate your payment processes without stretching your budget. Discover more benefits with BFP today.

Warm regards,

The Unity Trust Bank Team

Low users - Subject line options for email 2 - ease of use:

- Discover our super easy Bulk Faster Payments service
- Say 'hello' to the easiest way ever to make bulk payments
- Ready, Set, Pay! Discover Bulk Faster Payments.
- Bulk Payments: Making them made easy and fast

Low users: Email body for email 2 - ease of use:

Hello [Customer's Name],

Looking to simplify those tedious payment tasks? We've got just the thing! Dive into our Bulk Faster Payments service, crafted for businesses like yours:

- **Swift set-up:** Jump right in with no fuss.
- **Simplicity shines:** Make up to 100 payments seamlessly.
- **Clear & friendly:** Charges made transparent, no jargon here.
- **Security first:** Trusted transactions every time.

Why let payment tasks slow you down? Try Bulk Faster Payments and simplify your payment processes today.

Best wishes,
The Unity Trust Bank Team

Low users: Subject line options for email 3 - simple & quick registration:

- Minutes to register. Months of easy bulk faster payments
- Bulk Faster Payments. Make payments easier like never before
- Register for Bulk Faster Payments in minutes
- Lots of payments to make? Make them in minutes with Bulk Faster Payments
- Get online and gte making bulk payments in minutes

Low users: Email body for email 3 - simple & quick registration:

Hello [Customer's Name],

Step into smoother payments with our Bulk Faster Payments service. Here's how to get started in minutes:

- **Log in:** Access your Unity Trust Bank Internet Banking.

- **Choose:** Select 'Register for Bulk Faster Payments' under 'Payments'.
- **Check:** Ensure you're the banking administrator. It's needed for registration.
- **Register:** Follow prompts to complete your BFP setup.
- **Go:** You're ready to make easy batch payments.

Discover the simplicity of Bulk Faster Payments today. Register now through your Internet Banking account by selecting '**Register for Bulk Faster Payments**'.

Warm regards,

The Unity Trust Bank Team

Online banking customers, registered but not using: Subject line options

- You've registered for Bulk Faster Payments: Give it a go
- You've registered for Bulk Faster Payments: Time to make your first run
- Registered but not used. Bulk Faster Payments is waiting for you
- You're already registered. Make a Bulk Faster Payment today!

Online banking customers, registered but not using: Email body options

Hello [Customer's Name],

You're already registered for our Bulk Faster Payments service. But we have noticed you haven't used the service yet! Here's a little nudge to remind you why it's worth using:

- **Batch benefits:** Send up to 100 payments simultaneously.
- **Efficiency plus:** No need to individually process payments.
- **Clear charges:** Our straightforward fee structure means no guessing games.
- **Advanced planning:** Schedule payments up to a year in advance.

Start making the most of your registration.

Log into your Internet Banking and navigate to Bulk Faster Payments to experience the benefits first-hand.

Warm regards,

The Unity Trust Bank Team.

Testimonial: Online banking customers, registered but not using: Subject line options

- Discover what businesses say about our Bulk Faster Payments.
- Real users, real feedback: Discover Bulk Faster Payments.
- "A game-changer!" - see what businesses are saying about Bulk Faster Payments.
- Join the businesses that are loving Bulk Faster Payments!
- Don't just take our word for it: Discover Bulk Faster Payments now.

Testimonial: Online banking customers, registered but not using: Email body

Hello [Customer's Name],

You've taken the first step by registering for our Bulk Faster Payments. Not started yet? Let real businesses share their experiences to inspire you:

"Making bulk payments I used to dread. Now I can make them with ease."

[Business Name/Owner's First Name, if available]

"BFP has streamlined our payment processes. We couldn't be happier!"

[Business Name/Owner's First Name, if available]

"Unity's Bulk Faster Payments has given us more time for what matters - our business!"

[Business Name/Owner's First Name, if available]

A Quick Reminder of BFP Benefits:

- **Batch brilliance:** Simultaneously send up to 100 payments.
- **Peak efficiency:** Say goodbye to individual payment processing.
- **Transparent charges:** No surprises with our clear fee structure.
- **Plan ahead:** Schedule your payments up to a year in advance.

Log into your Internet Banking and navigate to Bulk Faster Payments to experience the benefits first-hand.

Warm regards,
The Unity Trust Bank Team.

Test Pilot customers, thank you and continue: Subject line options

- Bulk Faster Payments thanks you
- Celebrating you: For making Bulk Faster Payments a success
- You've helped launch Bulk Faster Payments
- Thanks to you Bulk Faster Payments is a success
- Bulk Faster Payments: Keep using it now it's launched

Test Pilot customers, thank you and continue: Email body

Hello [Customer's Name],

From everyone at Unity Trust Bank, we extend our thanks for being a part of our Bulk Faster Payments pilot test. Your invaluable feedback and insights have helped us refine our offering, ensuring that businesses, both big and small, can benefit from this streamlined payment process.

Thanks to your feedback, we're working on more improvements to make Bulk Faster Payments even more efficient and user-friendly.

We hope you continue to enjoy the streamlined, time-saving benefits of Bulk Faster Payments. Stay tuned for more updates, and thank you once again for being a crucial part of its development.

Warm regards,
The Unity Trust Bank Team.

