

8 Reasons Why Millennials Will Love Your Utility Pre-Pay Program

Millennials are more willing than other generations to try new payment trends. The benefits pre-pay programs offer perfectly align with millennials' most pressing needs and preferences.



70%

of millennials are interested in expense management services for more control over their spending.

How pre-pay can help:
Pre-pay offers convenient payment scheduling.



62%

of millennials live paycheck to paycheck.

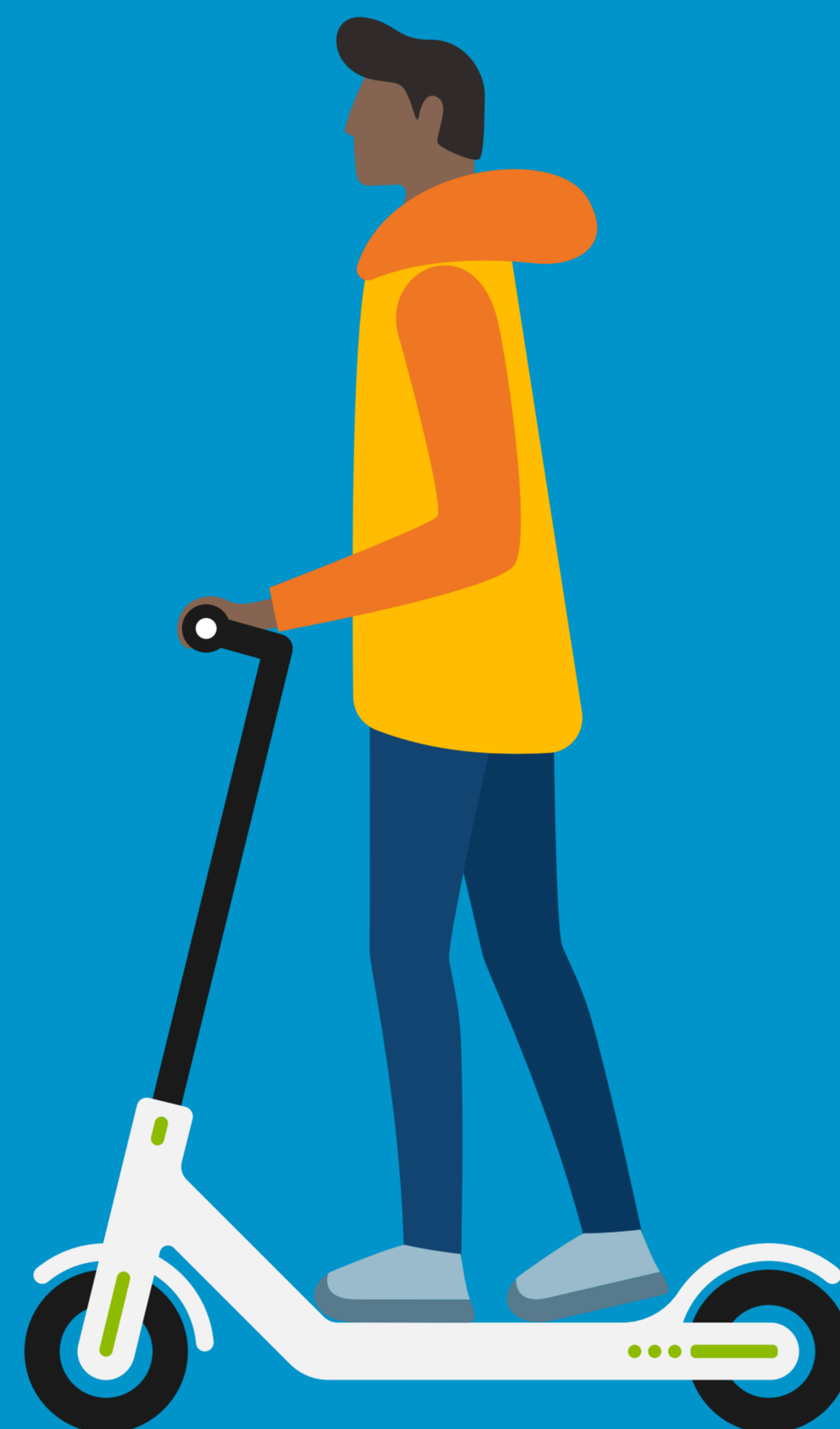
How pre-pay can help:
Pre-pay reduces or eliminates deposits and disconnect/reconnect fees.



25%

of millennials are concerned with how energy programs can save them energy.

How pre-pay can help:
Pre-pay provides cost and energy savings.



200%

less energy is used by millennials than baby boomers.

How pre-pay can help:
Pre-pay helps tracks energy usage.



40%

of millennials pay their entire credit card balance each month.

How pre-pay can help:
Pre-pay offers manageable payment sizes.



\$42,000

the average debt millennials carry.

How pre-pay can help:
Pre-pay provides structured debt paydown plans.



93%

of millennials own smartphones, compared to 68% of baby boomers.

How pre-pay can help:
Pre-pay facilitates frequent digital communications with utilities.



19%

of millennials will call customer service when given other channels.

How pre-pay can help:
Pre-pay provides more self-service options.

It's never too late to cater to the needs of your millennial customers with a pre-pay program that provides more insight into energy usage, cost savings, and convenient energy management.

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