



BUREAU OF THE  
**Fiscal Service**  
U.S. DEPARTMENT OF THE TREASURY

# eCollections Initiative and the Federal Agencies

Government Financial Management Conference  
August 13, 2014  
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# Agenda

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What is eCollections Initiative?

Why and Benefits of eCollections?

Strategy

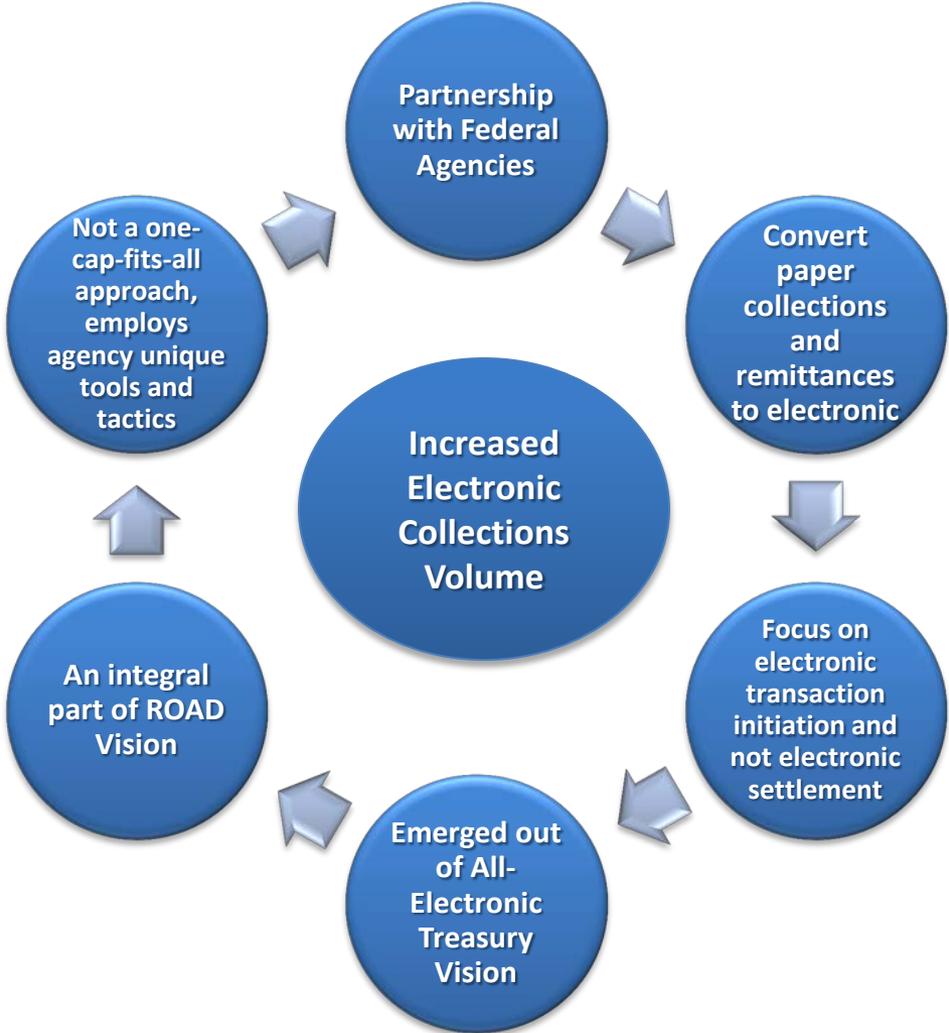
eCollections' Role in the ROAD Vision

Implementation and Communication Approach

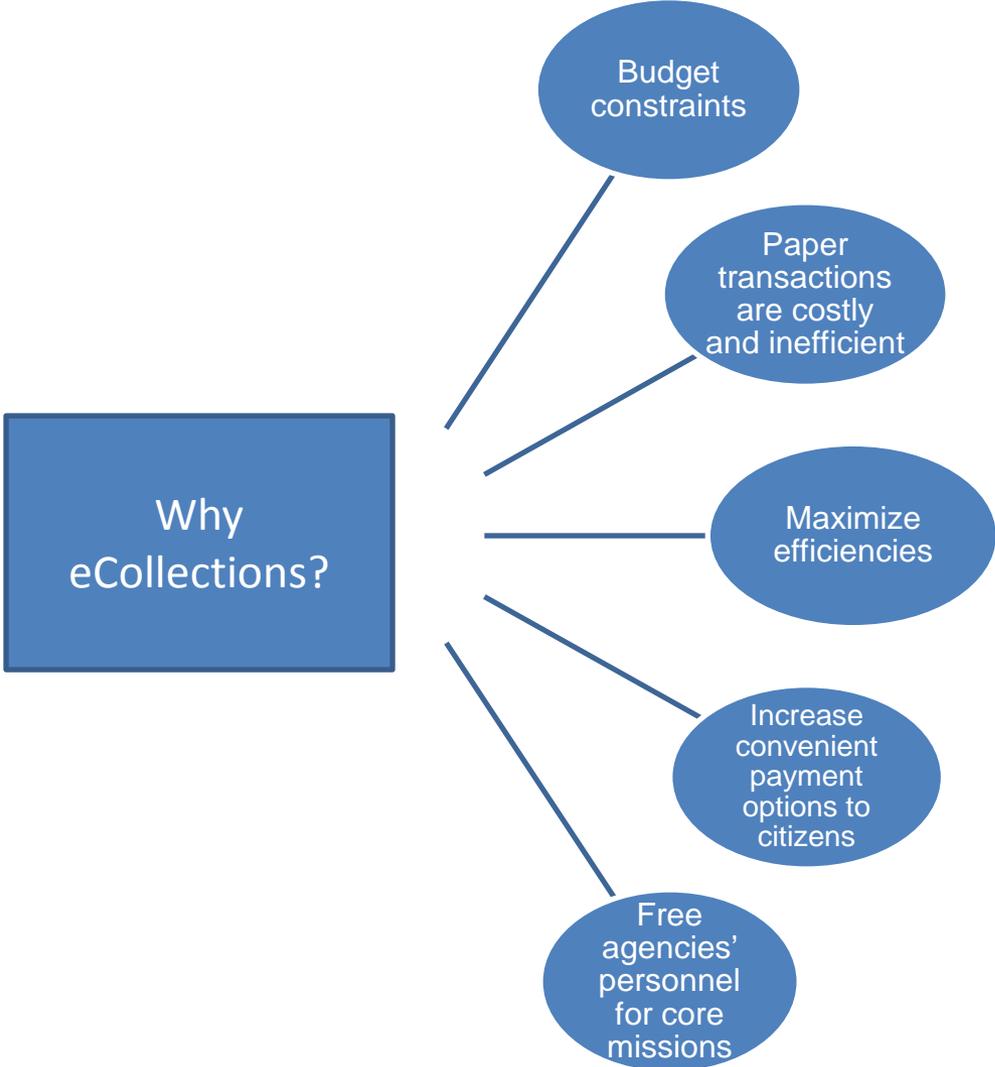
Sample Tools and Tactics

eCollections vs. eCommerce

# What is eCollections?



# Why and Benefits of eCollections Initiative?



# Strategy

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**In collaboration with  
the agencies, Treasury  
will:**

**Ensure right  
channels and  
tools exist for  
customers**

**Identify  
opportunities  
for paper  
conversion to  
electronic**

**Establish  
performance  
and success  
metrics**

**Provide policy  
direction where  
appropriate (for  
example, EFT  
mandate)**

**Offer  
comm./messagi  
ng support to  
customers**

**Facilitate sharing  
of best practices  
and lessons  
learned among  
agencies**

# eCollections in the ROAD Vision

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Not an isolated part within the whole!

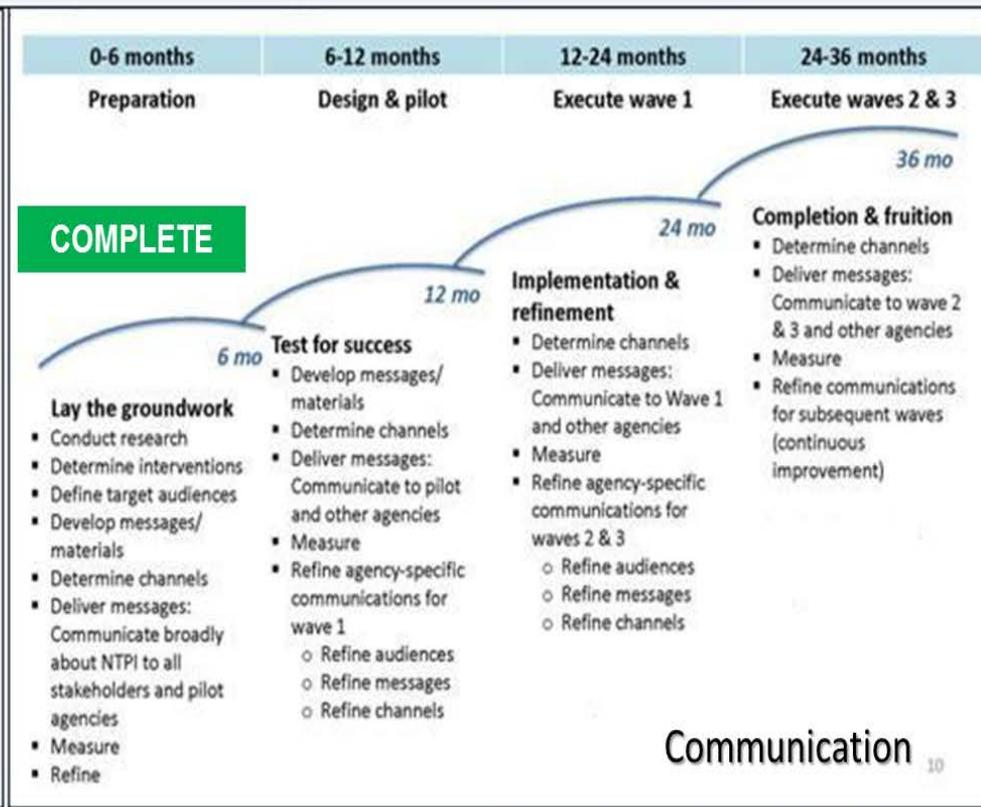
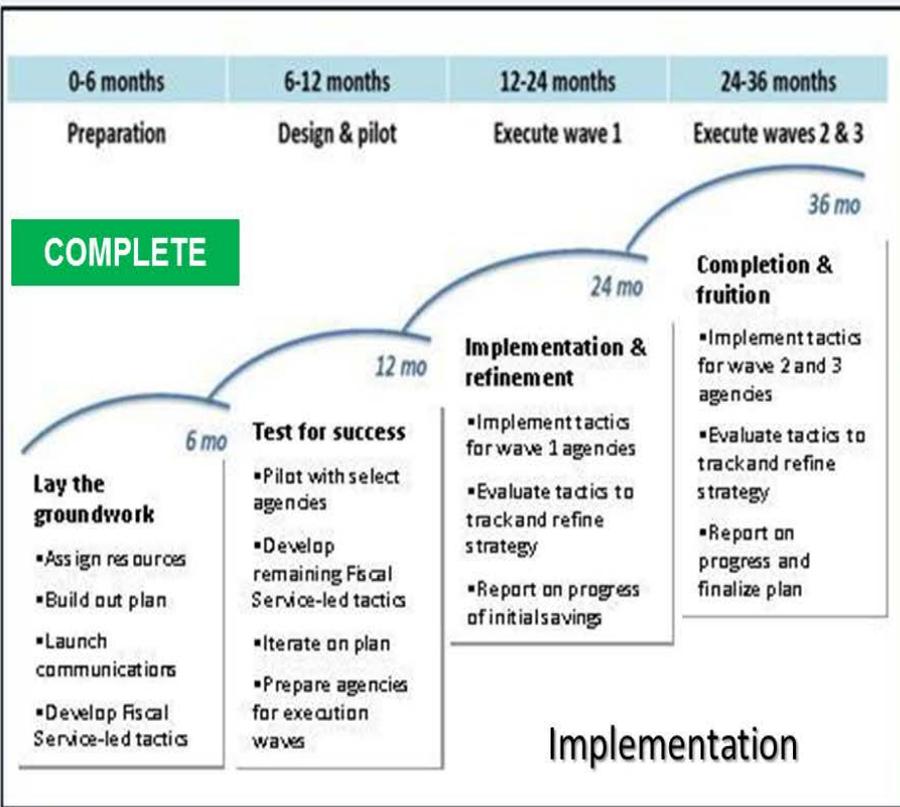
Emphasis on private sector based payment options supports Revolutionize

Focus on efficiency and the enhancement of current payment systems leads to Optimize

Establishing and monitoring metrics and measuring performance speaks to Analyze

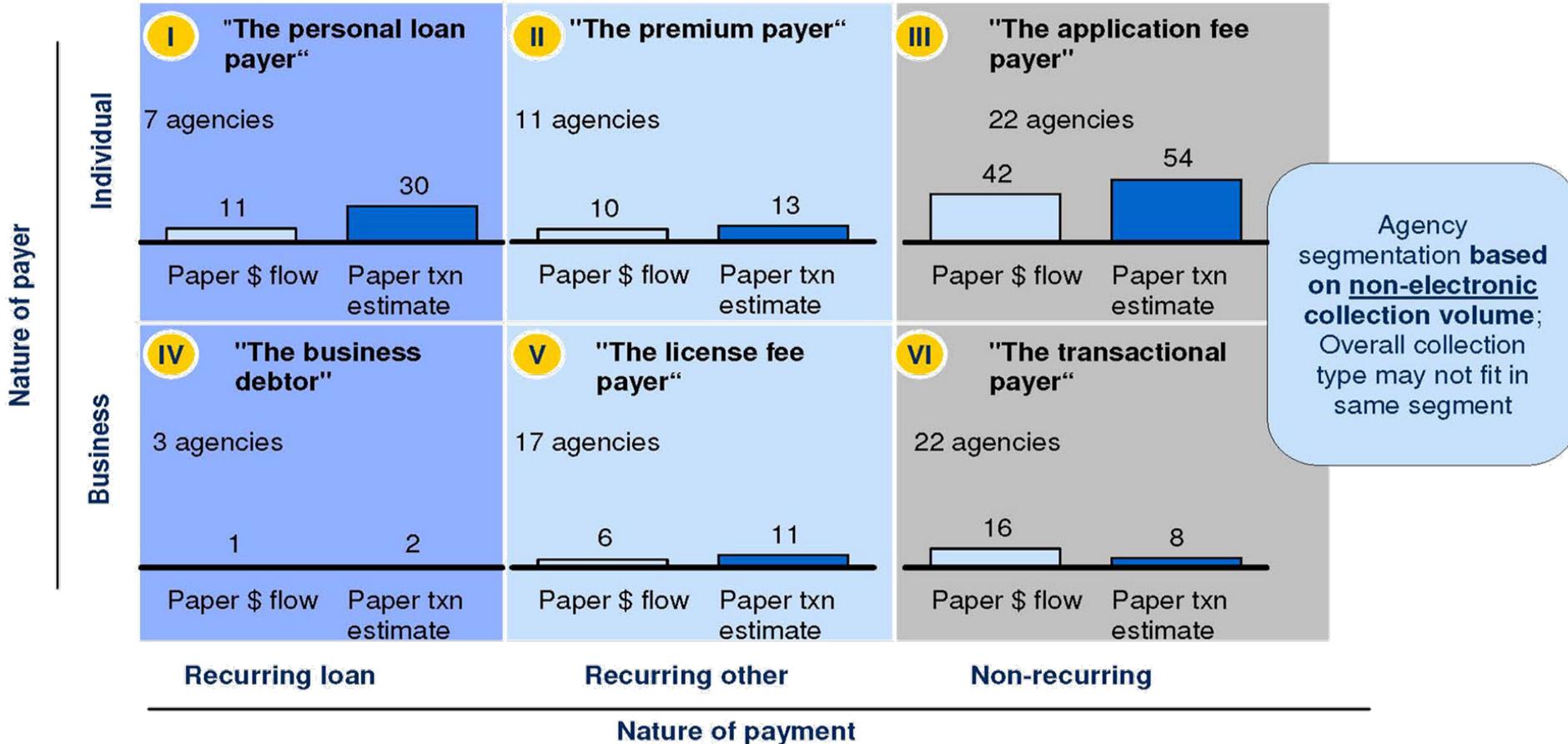
Completes the D in ROAD acronym with Digitize

# Implementation & Communication Approach



# Agency Segmentation

Depicts non-electronic \$ flow (in billions) and estimated transaction flow (in millions) for agencies with \$1 million-plus in annual paper collections



# Sample Tools and Tactics

Fiscal Service-Controlled	Agency-Controlled
<ul style="list-style-type: none"> <li>▪ Offer online bill pay</li> <li>▪ Roll out recurring ACH Debit functionality on Pay.gov</li> <li>▪ Elevate position of electronic payment options and information on Web sites</li> <li>▪ Provide Digital wallet (PayPal and Dwolla)</li> <li>▪ Enable mobile application</li> <li>▪ Mandate electronic payment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Default to electronic selection when signing up for payments</li> <li>▪ Educate payers on electronic options and benefits on invoices and envelopes</li> <li>▪ Set expectations for lower service time with electronic channels</li> <li>▪ Increase POS card terminals</li> <li>▪ Enable mobile proximity</li> </ul>
Pain Points	Communications Tactics
<ul style="list-style-type: none"> <li>▪ Lack of awareness</li> <li>▪ Unable to find electronic options on websites</li> <li>▪ No benefit or incentive to pay electronically</li> <li>▪ Lack of channel options for some transaction types</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messaging on convenience (Web site, social media, e-letters, statement stuffers, signage)</li> <li>▪ Messaging on benefits/ease of adoption</li> <li>▪ Business case/recommended tools and tactics</li> <li>▪ Fact sheets, videos, e-letters, blog posts</li> <li>▪ Where appropriate, mailed materials to current non-electronic payers</li> <li>▪ Messaging on receipts about electronic payment benefits/options</li> </ul>

# eCollections vs. eCommerce

## eCollections

- Focus on paper to electronic conversion
- Push for increased electronic volumes
- Emphasis on partnership with agencies
- Consists of eCommerce's three pillars and existing electronic options

## eCommerce

- Seeks to enable government collection environment for private sector based payment methods
- Push to make alternative payment options available to citizens
- Guided by three pillars – OLBP and Presentment, digital wallets, and mobile

**Both initiatives are mutually reinforcing !**

# Contact Information

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