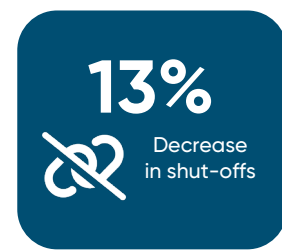
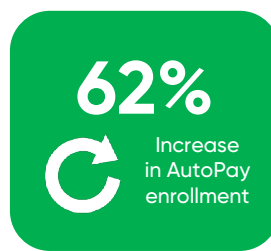
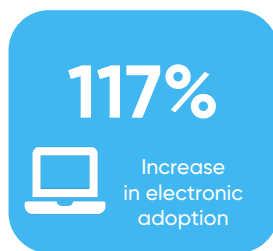


The City of Wylie Increases Self-Service Adoption with Customer-Centric Digital Billing and Payment Solution

In its first 6 months,
the City of Wylie saw:



The City of Wylie, TX has become one of the fastest-growing communities in the country, experiencing a 230% growth in population since 2000. This population boom, coupled with complications from the city's legacy billing and payment system, had created an overwhelming influx of work for city staff and a poor user experience for its residents trying to pay their utility bills.

After switching to InvoiceCloud's uniquely designed, customer-centric digital billing and payment platform, the City of Wylie has seen several benefits, including:

- Fewer service shut-offs and more on-time payments as a result of the seamless, easy-to-use interface
- Higher customer satisfaction and improved organizational efficiencies due to streamlined collections
- A seamless integration with both the city's core billing system and customer self-service portal
- Increased self-service adoption through convenient, personalized payment options

"We needed a customer-friendly solution that would easily integrate with our customer engagement portal. InvoiceCloud delivered exactly that with convenient payment options that made paying easy, while saving time and reducing stress for our busy staff"



Emily Chaney,
City of Wylie, TX
AMI Analyst

The Challenge

Staff and customers alike had grown frustrated with the municipal online payment experience from the City of Wylie's legacy payment platform. The city faced constant challenges with their previous digital payment solution, including:

- Frequent system outages increasing staff workloads and causing late payments
- Increased customer frustration from limited payment options and disjointed user experiences
- Low self-service rates due to a difficult-to-navigate interface

The Solution

To better engage its customer base and streamline processes for its busy staff, the City of Wylie knew it needed to find a proven, cutting-edge payment solution with a history of high self-service adoption. They chose InvoiceCloud, as it offered everything they needed to:

- Remove barriers from the payment experience to drive higher self-service adoption
- Thrill customers with a range of convenient, easy-to-use payment options
- Seamlessly integrate with the existing CIS and new customer self-service portal
- Save staff time with streamlined processes and offer peace of mind with a reliable billing and payment system

The Results

After a clear, fast, straightforward implementation process with InvoiceCloud, the City of Wylie immediately experienced the benefits of removing barriers in the payment process with a customer-centric solution, including:

- **Increased customer satisfaction** with a streamlined payment process
- **Decreased service shut-offs** with more on-time payments
- **Reduced volume of mailed-in checks** with increased e-adoption
- **Fewer manual tasks** allowing staff to focus on other organizational priorities
- **Greater engagement** through a seamless integration with their new self-service portal



About the City of Wylie

The City of Wylie is located in Texas, and its Utility Billing department processes the bills and payments for more than 60,000 residents and their water needs.

About InvoiceCloud

InvoiceCloud, an EngageSmart solution, is the leading provider of online bill payment services. Founded in 2009, the company has grown to be one of the leading disruptors in the cloud-based electronic bill presentment and payment (EBPP) space.

InvoiceCloud[®]