

# Truckee Meadows Water Authority Stabilizes Rates with Stellar Digital Payment Experience

In the first year,  
Truckee Meadows Water Authority saw:

4X



Increase  
in  
paperless  
enrollment

22%



Increase in  
AutoPay  
adoption

25  
hours



A month  
saved in  
payment  
staff  
workload

20%



Decrease in  
mailed  
payments

\$145K



Saved  
annually  
in print and  
mail costs

Truckee Meadows Water Authority (TMWA), a not-for-profit, community-owned water utility, was struggling to stabilize rates and improve internal operations with separate vendors for each of its payment channels. These disparate systems created additional workloads for TMWA's employees and frustrating experience for its 135,000 customers.

After switching to the frictionless user experience of InvoiceCloud's digital engagement and payment solution, TMWA has seen several benefits, including:

- Decreased operation costs with higher self-service adoption to enable rate stabilization
- Improved efficiencies to save time and money with one streamlined digital engagement and payment solution
- Higher customer satisfaction with a seamless payment experience
- Time back in the day for the utility staff to spend on more important tasks than manually taking payments

"Ultimately, the benefits InvoiceCloud is helping us realize by increasing cost-saving behaviors like paperless and AutoPay enrollments helps our team stabilize rates in a world of rising costs. Our customers are pleased when we tell them this will keep us from passing increased print & mail costs on to them."



**Marci Westlake**

Truckee Meadows Water Authority,  
Customer Service Manager

## The Challenge

Truckee Meadows Water Authority was using multiple payment vendors whose systems did not talk to each other, creating a disjointed user experience that caused friction while making payments. Plus, TMWA's outdated payment platforms lacked many of the modern, intuitive digital payment options payors expect in today's digital world. As a result, TMWA struggled with:

- Too much friction in the customer experience
- Customer service wasting time explaining how the digital options work
- Rising operational costs
- Labor-intensive back-end processes & exasperating staff
- Growing customer frustration from limited payment options and a difficult user experience
- Difficult reconciliation and delayed issue resolution

## The Solution

TMWA needed an end-to-end digital engagement and payment platform with a cohesive user experience across all digital channels. The goal was to decrease friction when making payments or enrolling in self-service options. Doing so would increase customer satisfaction and reduce staff workload by automating manual processes, allowing employees to spend time on more impactful tasks. Finally, TMWA needed a true SaaS platform to stay ahead of the evolving digital payments landscape. They chose InvoiceCloud, as their platform offered everything they needed and more to:

- Remove friction in the payment process with an innovative, customer-centric payment experience
- Streamline all payment channels under one solution for more manageable workloads, and a better payment experience
- Run campaigns to auto-enroll customers in paperless billing to offset rising postage costs
- Seamlessly integrate with their CIS
- Ensure a smooth go-live with a dedicated customer success team

## The Results

After a smooth integration with the InvoiceCloud team, TMWA began to see the benefits of their frictionless, streamlined digital engagement and payment system, including:

- **Improved processing efficiencies**, saving staff 25 hours a month in tasks like reconciliation and audit logging
- **Reduced expenses to stabilize rates** with a seamless paperless billing campaign saving \$145K annually
- **Increased customer satisfaction** with frictionless, user-friendly payment options to meet evolving customer preferences
- **Increased self-service** with a purpose-built platform that drives a stellar payment experience



### About Truckee Meadows Water Authority

Truckee Meadows Water Authority is a not-for-profit, community-owned water utility, overseen by elected officials and citizen appointees from Reno, Sparks, and Washoe County. TMWA has 258 employees serving over 135,000 customer accounts spanning a service area of 170 square miles.

### 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**®