

Town of Simsbury Improves Efficiencies by Implementing a Better Payment Experience

The Town of Simsbury was in search of an Electronic Bill Presentment and Payment (EBPP) platform that could seamlessly integrate with its Customer Information System (CIS) to deliver innovative payment solutions and enhance the customer experience.

After switching to Invoice Cloud, the Town of Simsbury has seen several benefits, including:

- Increased self-service and e-payment adoption
- Higher customer satisfaction
- Reduced staff workloads and lobby traffic
- Automatic technology updates





"The town has seen a dramatic decrease in people making payments in our offices. Since selecting Invoice Cloud ten years ago, our staff has gained a considerable amount of time back to focus on other areas of need in our busy town office."

Colleen O'Connor
Tax Collector
Town of Simsbury, Connecticut


BY THE NUMBERS:

The Town of Simsbury saw:


134%
increase in
e-adoption in
year 1


656%
increase in
e-adoption
overall


Significant
decrease in
lobby traffic


Substantial
reduction in calls
to the office

1—THE CHALLENGE

The Town of Simsbury offered a limited online payment experience that resulted in low adoption rates. They needed to implement a digital payment solution that could simplify payments and increase operational efficiencies. Other challenges included:

- Limited online payment options
- Lack of self-service functionality
- Increased staff workload to address payment inquiries
- High volume of walk-in traffic

2—THE SOLUTION

The Town of Simsbury needed a comprehensive EBPP solution that had a history of successful integrations that could help them quickly and easily overcome their current obstacles. They chose Invoice Cloud – who worked closely with their CIS provider Quality Data Services (QDS) – to supplement their existing online portal to provide everything they needed to:

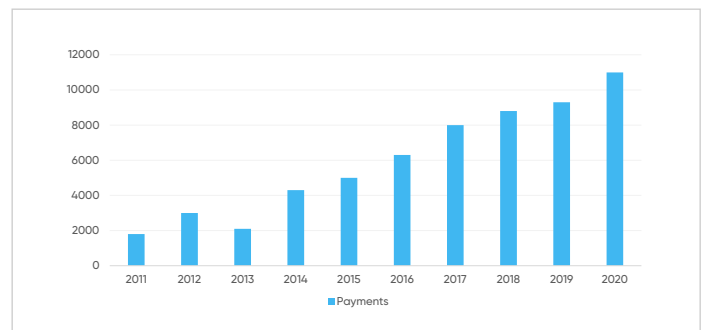
- Enable a better user experience to drive more digital payments
- Increase self-service adoption to reduce calls and walk-ins
- Accelerate e-adoption with omni-channel payment options
- Provide the latest functionality without needing upgrades

3—THE RESULTS

Since implementing Invoice Cloud, the Town of Simsbury has realized significant benefits, including:

- **Increased e-adoption and higher customer satisfaction** due to a superior user experience and intelligent payment communications
- **Improved staff efficiencies** with the increase in self-service
- **Higher customer engagement** with omni-channel payment options
- **Quick and easy technology updates** with a true SaaS platform
- **Simplified payment processing** with a seamless integration to the QDS CIS

Number of Electronic Payments for July Due Date since 2011



656% increase in electronic payment adoption



ABOUT THE TOWN OF SIMSBURY

Simsbury is located in the state of Connecticut with a population of 24,000. The town office processes payments for real estate tax, motor vehicle tax, personal property tax, sewer use and dog license bills.

ABOUT INVOICE CLOUD

Invoice Cloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment (EBPP) solution.

To learn more, visit invoicecloud.com

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