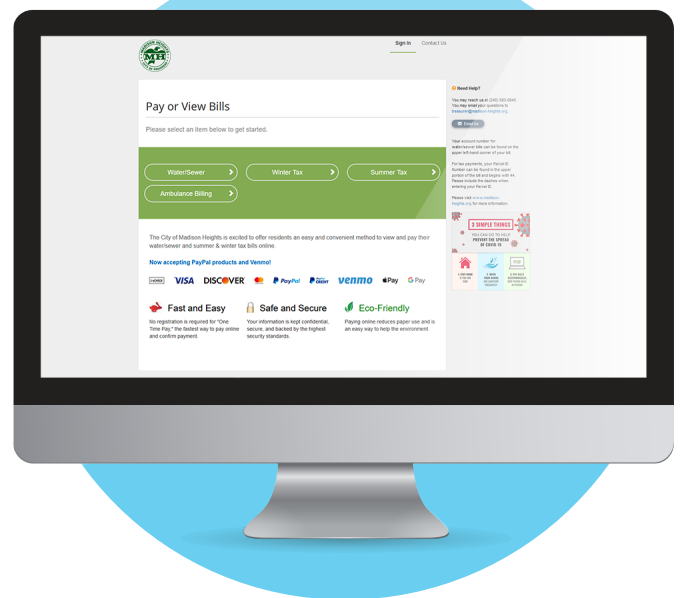


Madison Heights Accelerates Online Payment Adoption and Customer Satisfaction

Because COVID-19 accelerated their need for more paperless payment options, the City of Madison Heights, Michigan was in search of an online payment solution that would not only offer customers multiple ways to pay their bill but to also streamline the process and integrate with their billing software.

Since implementing Invoice Cloud, Madison Heights has seen a number of improvements including:

- Increased electronic payment adoption
- Streamlined payment process
- Higher customer satisfaction
- Increased amount of payments



“Invoice Cloud provided the City the ability to quickly adapt to changing customer needs with a user-friendly payment solution, while streamlining the payment process to maintain timely billing cycles despite losing staff resources.”

Linda A. Kunath
Finance Director/Treasurer,
City of Madison Heights

BY THE NUMBERS:

In year one, Madison Heights saw:



263%
increase in
number of
electronic
payments



363%
increase in
credit and debit
transactions



68%
increase in
paperless
enrollment

▲ 1—THE CHALLENGE

From customer registration to manually posting payments into their financial software, Madison Heights was responsible for the entire payment process. While this method was cumbersome it was also untimely as the pandemic forced city buildings to close, limiting customers' ability to make in-person payments. During this time, customers were encouraged to pay online, but the City didn't have the resources or technology to accommodate the influx of online payments. The City not only needed a solution that would help streamline their payment process, but also one that would integrate with their existing billing software. Other challenges included:

- Limited channels that gave customers few electronic payment options
- Manual posting increased staff workload in a time of rolling layoffs
- Current process was prone to error, allowing duplicate invoices to be issued

💡 2—THE SOLUTION

With a solution from Invoice Cloud, Madison Heights was able to quickly adapt to the need for online payment options in the wake of COVID-19. Invoice Cloud was able to provide them with everything they needed including:

- Intelligent email and text payment reminders along with notification updates regarding COVID-19 and late fee suspensions
- More contactless payment options like pay by phone and AutoPay

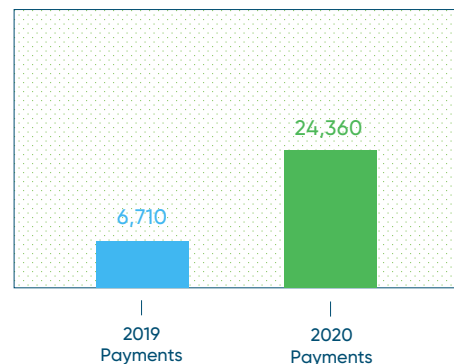
- A seamless integration with their billing software to ensure accurate billing rollout
- User-friendly online portal for customers to manage their own account and payment process
- Excellent customer service enabling issues to be resolved in a timely manner

💎 3—THE RESULTS

Since implementing Invoice Cloud Madison Heights has seen a number of benefits including:

- A substantial **increase in number of total payments** due to more payment options
- **Higher adoption rates** with a user-friendly, self-service platform for customers to use
- **Increased volume of payments** thanks to increased customer communication and payment reminders
- **Streamlined payment process** due to Invoice Cloud's seamless integration with the core billing software
- **Happier customers** due to simplified self-service, AutoPay options, and excellent customer service

Electronic payment adoption



263% Increase in electronic payment adoption



ABOUT THE CITY OF MADISON HEIGHTS

Madison Heights is located in the state of Michigan with a population of 31,000. Its billing department processes payments for the City's utility and tax 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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