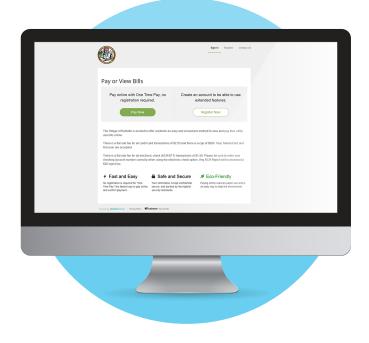**InvoiceCloud**®

Village of Bethalto Boosts Customer Satisfaction and Collections Efficiencies by Transforming Payments

The Village of Bethalto was in search of an Electronic Bill Presentment and Payment (EBPP) platform that could deliver innovative solutions to streamline their payment process and provide a better customer experience.

After switching to Invoice Cloud, the Village of Bethalto has seen several benefits, including:

- Higher customer satisfaction
- Increased self-service and e-payment adoption
- Improved collections efficiency
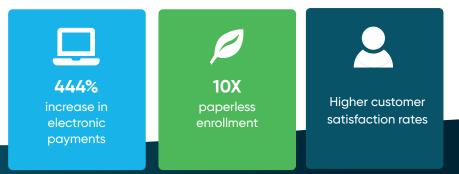- Automatic technology updates

> "Since implementing Invoice Cloud we have seen a significant increase in customer satisfaction as well as e-payment adoption. It's a true win/win — our customers are happier, and our jobs are easier. Plus, Invoice Cloud's customer service is impeccable, anytime we need something they're on it."

Lisa Vogel
Water Clerk
Bethalto Public Works,
Village of Bethalto

BY THE NUMBERS:

Village of Bethalto saw:

444%
increase in electronic payments

10X
paperless enrollment

Higher customer satisfaction rates

1—THE CHALLENGE

Antiquated payment processing capabilities and mounting customer frustration with the payment process was causing several challenges for the Village of Bethalto. They needed a digital payment platform that could help easily adapt to customer expectations and provide better customer support. Other challenges included:

- Poor user experience led to low customer satisfaction
- Limited payment options and self-service functionality
- Too much staff time being used to resolve payment obstacles
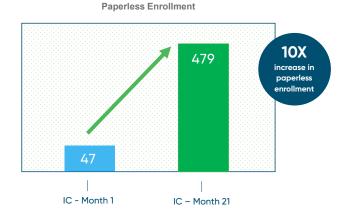
2—THE SOLUTION

The Village of Bethalto needed an EBPP provider that could help them innovate their payment processing to increase operational efficiencies and improve customer satisfaction. They chose Invoice Cloud as it provided everything they needed to:
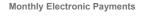
- Increase self-service adoption omni-channel payment options
- Enable a better user experience to drive more digital payments
- Increase e-adoption for more efficient collections
- Provide the latest functionality without needing upgrades

3—THE RESULTS

Since implementing Invoice Cloud, the Village of Bethalto has realized significant benefits, including:

- **Increased self-service and higher customer satisfaction** due to a superior user experience and enhanced customer service tools
- **Improved collections efficiencies** with the increase in e-adoption
- **Higher customer engagement** with omni-channel payment options
- **Quick and easy technology updates** with a true SaaS platform to meet evolving payment preferences

Paperless Enrollment

479

47

IC - Month 1   IC – Month 21

10X
increase in paperless enrollment

Monthly Electronic Payments

236   872   1,284

IC - Month 1   IC - Month 12   IC – Month 21

444%
increase in e-adoption

ABOUT VILLAGE OF BETHALTO

The Village of Bethalto is located in the state of Illinois with a population of nearly 10,000. Its Public Works department processes payments for Bethalto's water/sewer customers.

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

InvoiceCloud®