

# Decrease calls and increase focus on other priorities

As online bill pay continues to gain popularity, especially with the shift to contactless payments, more local government and utility offices are turning to technology to meet customer needs. Their goal is to provide a superior user experience for increased self-service, and the ideal way to do that is with a digital payment solution. Ultimately, delivering real business benefits like more on-time payments and fewer payment related calls.

### The Challenge

A poorly designed payment platform causes significant challenges in the payment process, leading to a poor user experience. In turn, customers become frustrated and confused leading to a spike in calls to the office. Some common challenges caused include:

- High call volume with lack of self-service functionality
- Customer frustrations with longer call wait times
- Excessive staff time used to process payments over the phone

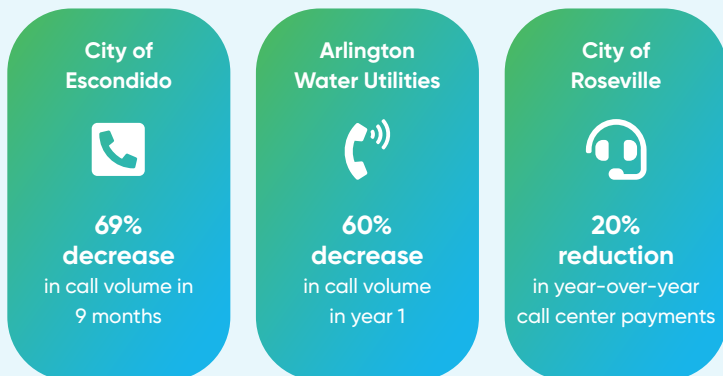
### The Solution

InvoiceCloud provides an engaging platform that simplifies payments and drives higher self-service rates, saving on organizational resources and significantly decreasing call volumes. Upon selecting InvoiceCloud, our customers have experienced:

- Reduced payment-related call volume with increased self-service adoption
- Improved staff morale with decline in customer complaints
- Increased efficiencies with reduction in payment inquiry calls

### The Results

Our customers have seen significant improvements in call volumes, including:



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*"The power of this solution has drastically reduced our time spent on the phones. With the time saved, we have been able to focus on other critical projects, utilize more time for training, and overall, there is a more positive working environment."*

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