

The City of Crawfordsville Avoids Expanding Staff by Switching to Superior Payment Solutions

In their first year,
the City of Crawfordsville saw:

100%



increase in
electronic
payment
adoption

6X



increase in
paperless
enrollment

47%



increase in
AutoPay
enrollment

The City of Crawfordsville, Indiana is a fast-growing community, boasting the largest population in Montgomery County. However, due to a poor online payment experience, their small billings and collections office was inundated with calls and in-person payments. The city needed a digital payment solution that removed friction in the payment process to increase self-service, enabling them to keep up with the growing community without hiring additional staff to take on the expanding workload.

With InvoiceCloud's digital solutions, Crawfordsville was able to:

- Adapt to community growth while conserving employee time
- Provide a frictionless payment experience that increased self-service rates
- Streamline their payment collection and processing
- Easily integrate their new payment solution with their core billing software
- Provide an improved, unified payment experience across town departments

"InvoiceCloud modernized our payment processing, making life easier for our staff and customers. On top of that, we were able to seamlessly adapt to an increase in billing workload as our community expanded without having to utilize additional staffing resources."



City of
CRAWFORDSVILLE

Kiley Cornelius
City of Crawfordsville,
Billing Administrator

The Challenge

Overrun with manual billing and payment-related tasks, the workload of billing and processing payments left staff little time for other tasks. Besides avoiding the looming expense of additional employees, the City of Crawfordsville knew it needed an online payment solution that could help solve a number of challenges, including:

- An inadequate payment platform that negatively impacted the customer experience
- Heavy volumes of payment-related calls
- The inability to integrate its former payment platform with its CIS
- Frustrated staff and customers from a difficult billing and payment process

The Solution

Eager to decrease staff workload while simultaneously improving its residents' experience, the City of Crawfordsville began to look for a new billing and payments platform. A solution from InvoiceCloud was able to offer the city everything it was looking for, including:

- A seamless and secure integration with their core billing software
- Multiple ways to pay including Pay-By-Phone and AutoPay
- Efficient and automated payment processes to provide customers with a frictionless experience
- Satisfied employees and conserved budget as a result of decreased workloads
- A succinct, user-friendly payment experience to capitalize on the 8 minutes or less (annually) the typical utility has to interact with customers

The Results

Since implementing InvoiceCloud's leading billing and payments solution, the City of Crawfordsville has been able to grow alongside its community by simplifying the payment experience to drive higher customer satisfaction and self-service rates. The City of Crawfordsville has seen a number of other benefits since implementation:

- **Increased enrollment in cost-saving services** like AutoPay and paperless billing
- **Improved customer satisfaction** with a better payment experience
- **Decreased payment-related call volumes** with increased digital payment adoption
- **Increased productivity** without hiring additional staff

About the City of Crawfordsville

The City of Crawfordsville is located in the state of Indiana and was established in 1823. Its Utility Billing office processes payments for storm and wastewater bills. Additionally, the Department of Planning and Community Development process fees through the InvoiceCloud platform.



About InvoiceCloud

InvoiceCloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment solutions. To learn more, visit invoicecloud.com

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