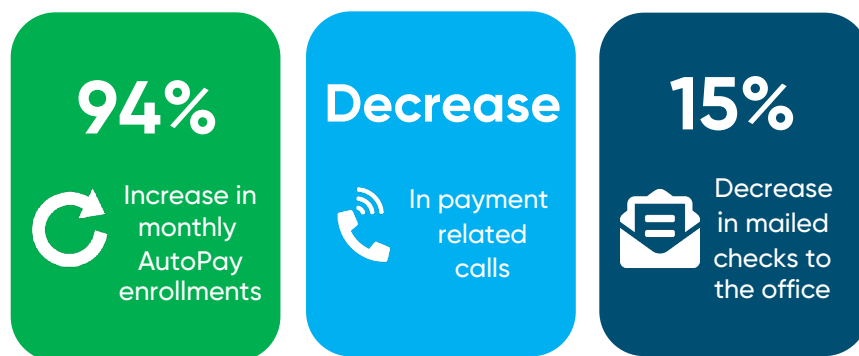


The City of Manassas Drives Self-Service with Frictionless Digital Experience

In the first year,
The City of Manassas saw:



The City of Manassas was struggling with the limited, outdated billing and payments platform provided by its core billing software. The existing payment system provided a poor user experience making tax payments difficult to complete for residents, increasing calls and office visits. The city began to search for a modern payment solution that removed friction in the payment process to increase self-service, providing easier collections and alleviating stress on staff. After choosing InvoiceCloud, the City of Manassas was able to:

- Provide a frictionless customer experience to boost self-service rates
- Increase resident satisfaction
- Reduce internal inefficiencies and refocus staff priorities
- Easily integrate their new payment solution with their core billing software

“InvoiceCloud’s frictionless payment solutions, ease of implementation, and payment processing creativity have delivered significant time savings for our office, increasing the time and attention we can dedicate to other citizen needs.”



Shannon Bryner
City of Manassas, VA
Chief Deputy Treasurer

The Challenge

The limited processing capabilities of the city's payments platform presented challenges for both staff and residents. Without reliable support from the existing provider, or the ability to deliver a smoother customer experience, the pressure to upgrade the current system became overwhelming. This restrictive platform was also responsible for:

- Overwhelming volumes of foot traffic and phone calls, especially during peak billing periods
- Tedious, manual processes that distracted staff from other priorities
- A challenging customer experience
- Frustrated residents due to a limited platform lacking innovative payment options

The Solution

Manassas recognized that the system it had in place was the cause of more harm than good. To please citizens and streamline its internal processes, Manassas knew it would have to modernize with an online payment solution that didn't just offer expansive billing and payment options, but eliminated friction throughout the entire payment process, making collections easier than ever. InvoiceCloud's industry-leading digital payment solution offered the city everything it was looking for, including:

- Frictionless customer experiences across a wide variety of payment channels
- Superior communications to keep customers informed and drive more on-time payments
- The ability to capitalize on the little time they have with customers to provide a superior billing experience that enhances trust and goodwill
- A history of seamless integrations with their core billing software
- Access to knowledgeable implementation and customer service specialists

The Results

After just one year with InvoiceCloud, the City of Manassas was already seeing the results of upgrading to a modernized billing and payment solution that simplifies payments to drive higher customer satisfaction and self-service rates, including:

- The ability to offer **frictionless tax payments for a better customer experience**
- **Increased levels** of resident satisfaction and on-time payments
- **Decreased foot traffic and call volumes**, allowing staff more time to focus on other citizen needs
- **Reduced internal inefficiencies** with automated processes and increased digital payment adoption



About the City of Manassas

Manassas is an independent city located in the Commonwealth of Virginia. The Treasurer's Office processes real estate and personal property tax payments for residents of the community.

About InvoiceCloud

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

InvoiceCloud®