InvoiceCloud®

Case Study

The City of Escondido Transforms Customer Service and Digital Engagement Through a Better Payment Experience

THE CHALLENGE

Escondido's previous online payment processing vendor caused challenges for both the city and its citizens. A difficult user experience spiked call center volume, as customers needed assistance completing basic tasks such as registration.

THE SOLUTION

Escondido needed an electronic bill presentment and payment provider that could help quickly remove current obstacles. They chose InvoiceCloud based on a proven track record and the ability to help:

- Simplify enrollment to provide a better user experience and drive more digital payments
- Increase customer self-service payment options to reduce calls and improve staffing efficiencies
- Simplify collections with real-time integrations
- Decrease print and mail costs

"Giving our customers the choice, convenience, and simplicity that comes with making payments online has really helped us to improve the overall relationship we have with our customers. The InvoiceCloud payment portal has also saved the team a lot of manual labor and time, which makes it a win for everyone"

ESCONDIDO
City of Choice

Christina Holmes
Director of Finance
City of Escondido

ABOUT THE CITY OF ESCONDIDO

The City of Escondido is in Southern California, just 30 miles northeast of San Diego. Its Utility Billing office, which is a division of the Finance Department, processes payments for Escondido's over 30,000 utility customers.

THE RESULTS

In the first 9 months live, the city achieved:

242%
increase in self-service e-payment adoption

52%
total electronic payment adoption

21%
of customers enrolled in paperless billing

$23k
saved in print & mail expenses

69%
decrease in payment calls

Based on InvoiceCloud client data, and data collected by the City of Escondido in 2020 and provided to InvoiceCloud.