InvoiceCloud®

Case Study

City of Wylie Builds a More Efficient Utility Operation with InvoiceCloud



From Digital Introduction to Operational Backbone

The City of Wylie, Texas has become one of the fastest-growing communities in the country, experiencing a 230% growth in population since 2000. This population boom, coupled with complications from the city's legacy billing and payment system, had created an overwhelming influx of work for city staff and a poor user experience for residents paying their utility bills.

When the City of Wylie first implemented InvoiceCloud in 2021, the goal was straightforward: introduce customers to online payments and ensure the platform was stable and easy to use. Over time, customer adoption steadily increased, usage grew, and digital payments became the preferred method for many residents. What began as a convenient way to pay has evolved into a core operational system — delivering measurable efficiencies for both staff and customers.

"Today, InvoiceCloud has streamlined our billing and payment processes, reduced in-office transactions, improved payment timeliness, and enhanced overall customer satisfaction. What began as a new convenience has evolved into a core part of our operations, delivering measurable efficiencies for both staff and customers.

If I were advising another municipality about InvoiceCloud, my advice would be simple: run, don't walk."

CITY OF WYLIE

Orie Cross
Utilities Manager
City of Wylie

About the City of Wylie

The City of Wylie is located in Texas, and its Utility Billing department processes the bills and payments for more than 60,000 residents and their water needs.

Since going live in 2021:

140% increase in digital adoption

207% increase in AutoPay payments

23% decrease in mailed checks to office

$432k print & mail savings

393% increase in paperless adoption

THE CHALLENGE

As Wylie's population grew and responsibilities expanded, the utility team struggled with manual payment processes that consumed staff time and increased daily stress.

Key challenges included:

- High volume of phone and counter payments
- Manual posting of payments and issuance of receipts
- Time-consuming reconciliation across multiple systems
- Difficulty researching payment status for customer inquiries
- Slow handling of refunds and returned payments
- Added complexity as permitting and other services came under the team's scope

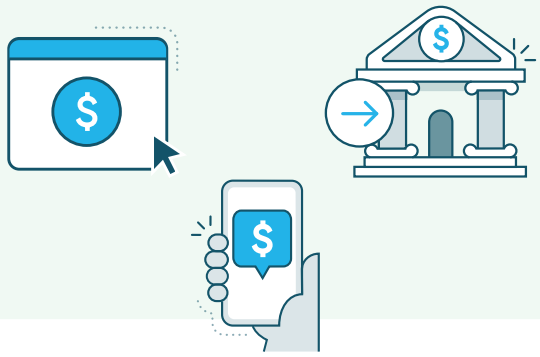
THE SOLUTION

Streamlined Operations & Staff Efficiency

- Integrate seamlessly with the city's core billing system for real-time payment visibility
- Quickly locate and research transactions without lengthy reports
- Process refunds and voids efficiently
- Manage payment methods during shutoffs or fraud scenarios
- Migrate existing ACH customers to InvoiceCloud, eliminating legacy batch processing for a faster, more seamless transition

Expanded Payment Flexibility

- Offer online, Pay-by-Phone, and ACH payments to reduce staff intervention
- Extend digital payments to additional use cases, including permitting



ADOPTION AS THE ENABLER

To ensure they could sustain efficiency gains, Wylie took a digital-by-default approach to adoption and took full advantage of the complimentary offerings from the dedicated Adoption Services team. This included:

- Migrating existing ACH customers to InvoiceCloud
- Automatically enrolling new customers in paperless billing
- Including payment links in onboarding emails and packets
- Posting QR codes at service windows and throughout the office
- Participating in paperless and AutoPay adoption campaigns

Early adoption gains validated the approach, and today Wylie maintains more than **80% digital adoption** among their customers.

THE RESULTS

InvoiceCloud transformed Wylie's day-to-day utility operations. Tasks went from manual to automatic. Whether it was tackling reconciliation messes or running lengthy customer reports, their staff experienced a significant reduction in volume of routine, repetitive work. With the time saved, Wylie was able to promote team members into supervisory roles and distribute focus across additional systems and priorities.



Operational Efficiency

- Seamless integration with the city's core billing system and customer self-service portal
- Reduced cash and check handling, speeding up reconciliation with clear transaction visibility
- More balanced workloads, allowing staff to focus on higher-value work
- Fewer payment-related phone calls and walk-in visits



Customer Engagement

- Higher customer satisfaction and improved organizational efficiencies due to streamlined collections
- Fewer walk-in visits and reduced demand on staff for routine customer interactions

InvoiceCloud has helped Wylie achieve:

- **Fewer walk-in visits** and payment-related phone calls
- **Higher customer satisfaction** and improved organizational efficiencies due to streamlined collections
- **A seamless integration** with the city's core billing system and customer self-service portal
- **Reduced cash and check handling**, speeding up daily **closeouts**
- **More balanced workloads**, allowing staff to focus on higher-value work



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