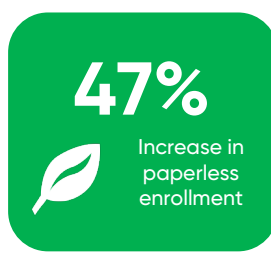


Soquel Creek Water District Conserves Resources by Removing Friction in the Payment Process

In one year,
Soquel Creek Water District Saw:



Soquel Creek Water District is a public agency dedicated to providing a high-quality and sustainable water supply to nearly 41,000 residents. However, the district felt restricted in its ability to meet customer expectations when it came to collecting payments, largely due to an inefficient billing and payment platform that created time-consuming and frustrating experiences for both residents and staff.

After switching to InvoiceCloud's user-friendly true-SaaS solution, Soquel Creek has seen several benefits, including:

- Higher customer satisfaction with a frictionless, streamlined user experience
- Improved digital payment adoption rates with more convenient self-service options
- A seamless integration with their customer self-service portal
- Reduced costs with a significant increase in AutoPay enrollment

"InvoiceCloud's solution empowers our customers to easily self-serve, resulting in better customer experiences and more cost-efficient payments. It saves us resources to use for other initiatives while giving customers the flexibility they desire – everyone is thrilled."



Valerie Spaugh
Soquel Creek Water District,
Customer Service Supervisor

The Challenge

The district's previous billing and payment platform was filled with obstacles for everyone involved in the payment process. Frequent glitches in the system made making payments difficult for residents, resulting in frequently delayed collections and increased costs for payment processing. Without support from its old electronic billing and payment provider, Soquel Creek was unable to assist residents when issues arose or make the changes needed to solve these issues. Other challenges included:

- Drained resources from inefficient processes
- System malfunctions and a difficult user experience increased workloads
- Inability to help residents set up or edit their account
- Decline in resident satisfaction due to a challenging payment experience

The Solution

Soquel Creek Water District needed a digital billing and payment platform that could remove friction from the payment experience to reduce customer frustrations, rising costs, and staff workloads. The team chose InvoiceCloud as it offered everything they needed to:

- Provide easy, digital payment experiences to residents
- Deliver a superior billing experience in the little time they have with customers to build trust and goodwill
- Reduce processing costs and conserve staff time
- Seamlessly integrate with their self-service portal for a smoother user experience

The Results

After a collaborative and straightforward implementation process the district was immediately seeing the results of removing barriers in the payment process to simplify collections and provide a user-friendly experience, including:

- **Increased self-service and higher customer satisfaction** due to a frictionless payment process
- **Fewer manual tasks** allowing staff to focus on other organizational priorities
- **Reduced operational expenses \$3,000 per month** with increased e-adoption
- **Greater engagement** through a seamless integration with their self-service portal
- Significant increase in AutoPay enrollment, which **reduced check processing costs**



About Soquel Creek Water District

Soquel Creek Water District is a public agency dedicated to providing a high-quality and sustainable water supply to nearly 41,000 residents, encompassing the California shoreline and the foothills of the Santa Cruz mountains.

About InvoiceCloud

InvoiceCloud, an EngageSmart solution, is the leading provider of online bill payment services. Founded in 2009, the company has grown to be one of the leading disruptors in the cloud-based electronic bill presentment and payment (EBPP) space.

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