

# San Angelo Transforms Digital Payments with Frictionless, Customer-Centric Solution Backed by the Latest Security Technology

In the first year with InvoiceCloud, City of San Angelo achieved:

222%



Increase in electronic payment adoption

163%



Increase in paperless enrollment

180%



Increase in AutoPay enrollment

15 Hours



A month saved in payment-related workload

20%



Decrease in payment-related call volume

The City of San Angelo Water Utilities department, serving a population of more than 100,000 residents, suffered a data breach with their previous online payment system that exasperated customers and staff alike. As a result, frustrated customers were reluctant to make digital payments causing increased manual workload for the City.

After switching to the frictionless user experience of InvoiceCloud's PCI Level 1 security compliant digital payment solution, San Angelo has seen several benefits, including:

- Higher customer satisfaction with a SaaS solution that automatically delivers the latest security updates
- Increased self-service rates with engaging, convenient payment options
- Decreased manual collections and mailed payments with increased digital adoption
- A fully supported, seamless integration with their core CIS

Source: Based on InvoiceCloud client data, and data collected by City of San Angelo in 2023 and provided to InvoiceCloud.

"Following a data breach, we had a critical need for a system that provided the highest level of security. InvoiceCloud delivered exactly that, helping us restore trust in digital payments, while creating efficiencies to devote extra attention to security and other top priorities"



**Petra Trevino,**

City of San Angelo, Texas  
Manager - Customer Service

## The Challenge

San Angelo's previous digital payment solution lacked the modern security features needed to properly protect sensitive payment data, resulting in growing concerns about online payments. Add to that a difficult user experience, and the City was burdened with increased payment-related workload. Additional challenges included:

- Payment barriers impeding online payment adoption
- Increased calls and difficult reconciliations draining staff resources
- Growing customer frustration from a difficult user experience
- Low self-service rates with the lack of modern payment preferences

## The Results

After a straightforward implementation with the InvoiceCloud team, San Angelo began to see the benefits of their PCI Level 1 security compliant, digital engagement and payment solution, including:

- **Restored trust and reduced risk** by protecting payment data with a secure SaaS solution
- **Improved customer satisfaction** with a user-friendly, frictionless payment experience
- Decreased call volume and customer inquiries, **saving staff 15 hours a month**
- **Increased self-service** with a unified payment experience to securely pay anytime, anywhere
- **Streamlined communication** of mass messages to customer base with InvoiceCloud's Outbound Campaigns

## The Solution

San Angelo needed a solution that provided the highest level of security along with an intuitive payment experience to make paying easy. They wanted to fully restore customer trust in their digital payment system, while removing friction in the payment process or enrolling in self-service options. The goal was to decrease workload by automating manual processes. They chose InvoiceCloud as it provided everything they needed to:

- Improve customer satisfaction by protecting sensitive data for worry-free digital payments
- Increase self-service and decrease call volume with a customer-centric payment experience
- Seamlessly and securely integrate a payment solution with their CIS
- Launch a smooth go-live with a knowledgeable, responsive support team
- Run fully supported sweepstakes to increase digital payment adoption



### About the City of San Angelo

The City of San Angelo's Water Utility department supports the water needs of more than 100,000 residents in Texas. The department administers eight divisions including water customer service and water utility maintenance.

### 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.

**InvoiceCloud**®