

City of Clearwater Transforms the Payment Experience with a Frictionless Digital Payment Solution to Save 43 Hours a Week

In the first year, City of Clearwater achieved:

82%

Increase in electronic payment adoption

31%

Increase in paperless enrollment

206%

Increase in AutoPay enrollment

43 Hours

A week saved in payment-related workload

\$42K

Saved in print and mail costs

The City of Clearwater Utility Customer Service Division, supporting 7 local utilities for 64,000 accounts, sought to resolve digital payment challenges that led to increased customer service calls along with growing workload for staff.

After switching to the frictionless, customer-centric experience provided by InvoiceCloud's digital engagement and payment solution, Clearwater has seen several benefits, including:

- Increased self-service and digital adoption with user-friendly payment experience
- Decreased print and mail costs with higher paperless enrollment
- Faster, more accurate payment data with a real-time integration to their core CIS
- Automatic updates to meet evolving customer needs

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

"We got exactly what we needed – a user-friendly solution that provided a seamless customer experience. Our staff is thrilled with the reduction in calls and time saved to focus on other customer needs."



Nemanja Kuzmanovic,
City of Clearwater,
Customer Service Administrator

The Challenge

The City of Clearwater's previous digital payment system had limitations that impacted manual processes and increased payment inquiries from customers. Other challenges experienced by the City included:

- High volume of manual payments due to limited self-service options
- Labor-intensive reconciliations draining staff resources
- Growing expenses associated with printing and mailing bills
- Lag in payment updates creating extra work and inconsistencies with account balances

The Solution

The City of Clearwater needed a solution that provided a frictionless, user-friendly payment experience to make paying easy. The goal was to increase customer satisfaction with an engaging, cohesive payment experience across all digital channels. Doing so would simplify self-service enrollment and increase resource-saving behaviors to free up staff time for higher priority projects. They chose InvoiceCloud as their platform offered everything they needed and more to:

- Increase paperless and AutoPay registrations with effortless enrollment embedded in the payment process
- Enhance the customer experience with a intuitive, seamless payment process on all devices
- Reduce late payments with personalized notifications and modern payment options like Apple Pay and Google Pay
- Seamlessly integrate with their core CIS to streamline payment workflows and provide a real-time data exchange

The Results

After a smooth implementation with the InvoiceCloud team, the City of Clearwater began to see the benefits of their frictionless digital engagement and payment system, including:

- Improved operational efficiencies, **saving staff 43 hours a week** in tasks like reconciliations and resolving payment inquiries
- **Increased digital adoption** with a convenient, customer-centric payment experience
- **Saved \$42,000** with an increase in paperless and AutoPay signups
- **Dedicated support** to answer any questions and ensure ongoing success
- **Futureproofed the payment experience** with a true SaaS solution to automatically deliver the latest payment technology



About the City of Clearwater

The City of Clearwater Utility Customer Service Division provides high-quality water, wastewater, and reclaimed water services to a population of approximately 115,000 residents in Florida.

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®