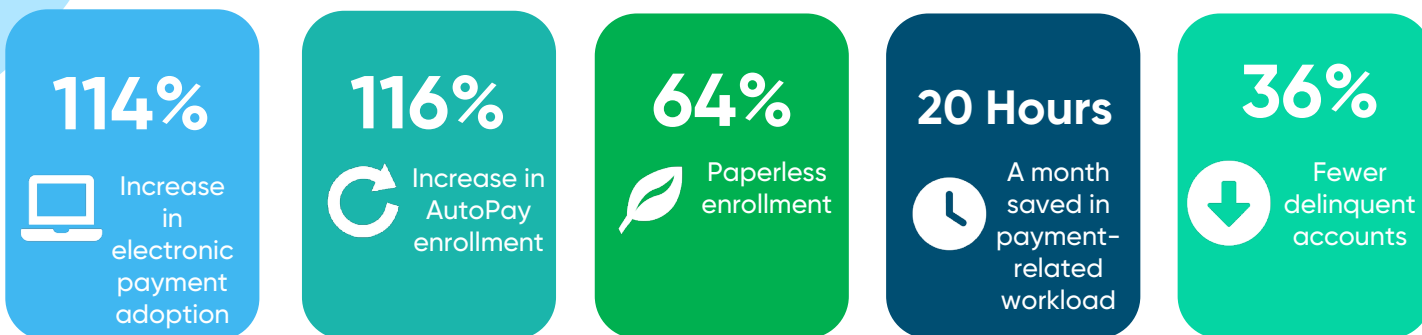


LEXserv Saves Valuable Time and Resources with Frictionless, Customer-Friendly Digital Payment Solution

In the first year, LEXserv saw:



LEXserv, a utility service provider for a population of more than 110,000 residents, was burdened with an inefficient online payment system that didn't integrate well with their CIS portal causing frequent collections obstacles. These payment barriers caused a poor user experience, frustrating customers and increasing workloads.

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

- Increased self-service adoption with an intuitive digital payment experience
- Higher customer satisfaction with modern, seamless payment options across all devices
- Added time back in the day to focus on more impactful projects than investigating payment issues
- Improved efficiencies due to a seamless, real-time integration with their core CIS

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

InvoiceCloud helped advance payment and reporting functionality, enabling LEXserv to execute their goal of providing an exceptional customer experience. The improvements saved significant time, allowing LEXserv to increase staff training and focus on higher priority needs.

LEXserv
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The Challenge

LEXserv was using a cumbersome digital payment system that did not communicate well with its CIS, creating a disjointed payment process that irritated customers. In addition, the outdated payment system lacked many of the modern, user-friendly payment options customers expect in today's digital payment landscape. As a result, LEXserv faced many challenges including:

- Decreased customer satisfaction due to a friction-filled payment experience
- Labor-intensive collection processes draining staff resources
- Increased call volumes to assist residents and address payment posting errors
- Difficult reconciliations and insufficient support to resolve payment system questions

The Results

After a straightforward integration with the InvoiceCloud team, LEXserv began to see the benefits of their frictionless, streamlined digital engagement and payment system, including:

- **Improved collections efficiencies**, saving staff 20 hours a month in tasks like reconciliations and payment lookups
- **Increased customer satisfaction** with a superior payment experience that is built to meet evolving user preferences
- **Increased digital adoption** with innovative payment options and the flexibility to link multiple accounts
- **Reduced call volume** with an increase in digital adoption, AutoPay enrollment, and customized reminders

The Solution

LEXserv wanted a solution that integrated with its CIS portal to streamline payments and provide an engaging experience for increased customer satisfaction. The goal was to increase cost-saving behaviors by removing payment obstacles and barriers to self-service enrollment. Doing so would automate manual processes, freeing up staff time to focus on more impactful tasks. They chose InvoiceCloud as their platform offered everything they needed and more to:

- Deliver frictionless payments for a better user experience and increased self-service
- Adapt to customer preferences for more innovative payment options like pay-by-text, Venmo, and PayPal
- Eliminate payment processing complications for more manageable workloads and a user-friendly payment experience
- Seamlessly integrate with their CIS and customer portal
- Receive ongoing customer service and marketing support for increased adoption



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About LEXserv

LEXserv is the city services billing program for Lexington, Kentucky. The utilities office processes payments for more than 110,000 residents in three key city services; sanitary sewers, landfill and water quality.

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®