

# AFR Insurance Modernizes Payments for a Better Policyholder Experience and Higher Self-Service Rates

In their first year with InvoiceCloud,  
AFR Insurance achieved:

62%



Total  
electronic  
payment  
adoption

10X



Increase in  
paperless  
adoption

9 Years



Decrease in  
average  
policyholder  
age

97%



Policyholder  
retention  
rate

\$95K



Saved in  
print & mail  
expenses

American Farmers & Ranchers Mutual Insurance (AFR Insurance), providing services to more than 150 communities throughout Oklahoma, had upgraded their technology systems and was looking to modernize payments as well. Their goal was to provide a more user-friendly payment experience that empowered users to self-serve, helping to reduce manual processes.

After learning about InvoiceCloud and switching to the customer-friendly experience of their digital engagement and payment solution, AFR Insurance has gained several benefits, including:

- Increased digital adoption with an intuitive, straightforward payment experience
- Fewer policy lapses with effortless self-service and personalized payment reminders
- Reduced print and mail costs through seamless, integrated paperless enrollment
- Improved payment efficiencies giving staff more time to focus on other priorities
- A real-time, seamless integration with their core billing software

Source: Based on InvoiceCloud client data, and data collected by AFR Insurance in 2024 and provided to InvoiceCloud.

"InvoiceCloud gave us the modern digital payment experience our policyholders wanted and provided dedicated support to ease any concerns we had. The best part is the rise in self-service payments has kept costs down as we've grown our base."

**AFR**  
INSURANCE

Bernadette Autrey  
American Farmers & Ranchers  
Mutual Insurance  
Chief Financial Officer

## The Challenge

American Farmers & Ranchers Mutual Insurance (AFR Insurance) was upgrading their legacy technology systems and wanted to modernize payments as part of that process. The current system was cumbersome, creating friction in the payment process for policyholders and agents, while creating more work for staff. Other challenges included:

- High call volume to address payment challenges
- Low self-service rates due to limited payment options
- Rising number of policy lapses due to late payments
- Complex digital payment process for agents
- Delays in claims disbursements

## The Solution

Amidst a digital transformation, AFR Insurance was thrilled to find a solution that seamlessly integrated with their core CIS to deliver policyholders with a modern, user-friendly payment experience. Removing friction in the digital payment process and self-service enrollment options would streamline manual tasks, freeing up staff resources to focus on other critical needs. They chose InvoiceCloud's payment solution as it provided everything they needed to:

- Grow self-service rates and reduce call volume with customer-focused payment options
- Increase policyholder and agent satisfaction with an effortless digital payment experience
- Improve on-time payments and reduce policy reinstatements with intelligent communications
- Expedite claims processing for faster payments during times of need
- Streamline payments with a seamless integration to their core billing software

## The Results

After a fully supported implementation with the InvoiceCloud team, AFR Insurance immediately began to see the benefits of their frictionless, digital engagement and payment solution, including:

- **62% digital adoption** with an intuitive payment experience that adapts to evolving user preferences
- **10x increase in paperless adoption saving \$95,000** in print and mail costs annually
- **Reduced average policyholder and agent age** by 9 years with modernized payments system
- **Decreased manual workload** and risk of errors with higher AutoPay enrollment
- Dedicated support and customer marketing resources to ensure **long-term success**



### About American Farmers & Ranchers Mutual Insurance

American Farmers & Ranchers Mutual Insurance, a Forbes America's Best Insurance Companies award winner, provides auto, home, farm, and life insurance services to more than 150 communities throughout Oklahoma.

### About InvoiceCloud

InvoiceCloud® 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**®