InvoiceCloud®

CASE STUDY
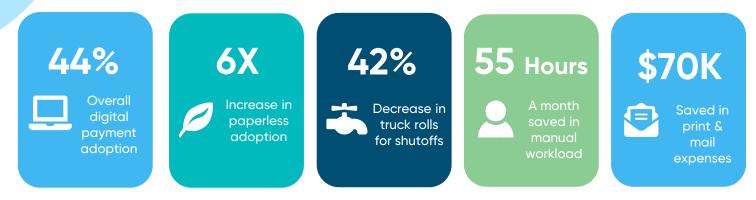
Youngstown Streamlines Payments with an Engaging, Customer-Focused Solution for the Next Generation

In 6 months with InvoiceCloud, Youngstown achieved:

44% Overall digital payment adoption	**6X** Increase in paperless adoption	**42%** Decrease in truck rolls for shutoffs	**55 Hours** A month saved in manual workload	**$70K** Saved in print & mail expenses

The Youngstown Water Department, serving the water needs of more than 142,000 residents, was amid a technology transition that presented the opportunity to switch their payment platform. The goal was to find a solution that made the payment process easier for customers and staff, while setting the department up for ongoing success.

After switching to the frictionless user experience of InvoiceCloud's digital engagement and payment solution, Youngstown has seen several benefits, including:

- Increased digital adoption with modern, convenient payment options
- Reduced print and mail costs through seamless, integrated paperless enrollment
- Improved self-service rates alleviating the stress of imminent staff retirements
- Decreased shutoffs with intelligent communications
- A real-time, seamless integration with their core CIS

Source: Based on InvoiceCloud client data, and data collected by Youngstown Water Department in 2024 and provided to InvoiceCloud.

"With InvoiceCloud, we modernized payments, making them more engaging for customers and faster for our team. This scalability perfectly positions us to handle upcoming staff transitions, while saving time for more critical projects"

THE CITY OF
YOUNGSTOWN OHIO

Ted Szmaj
Youngstown Water Department
Controller/Office Manager

The Challenge

Youngstown Water Department's previous digital payment solution lacked the modern functionality users desired, creating friction in the payment process. These challenges increased customer inquiries, increasing staff workload. Other challenges included:

- Low digital and paperless adoption due to a challenging enrollment process

- High call volume to address payment challenges

- Inability to meet modern digital payment preferences

- Ineffective payment IVR system contributing to higher operational costs

The Solution

Facing a payment technology transition, Youngstown was in search of a solution that would streamline payments and increase customer satisfaction. The goal was to provide an engaging payment experience that removed friction when making digital payments or enrolling in self-service options, to increase costs efficiencies and create a more sustainable workload for staff. They chose InvoiceCloud as their platform provided everything they needed to:

- Deliver frictionless payments for a better user experience and increased self-service

- Grow paperless enrollment to reduce print & mail expenses

- Provide omni-channel payment options for a cohesive experience across all devices

- Decrease truck roll costs with targeted Outbound Campaign payment notifications

- Streamline payments with a seamless integration to their core CIS

The Results

After a fully supported implementation with the InvoiceCloud team, Youngstown immediately began to see the benefits of their new customer-focused, digital engagement and payment solution, including:

- **Increased digital adoption** and customer satisfaction with an intuitive, seamless payment experience

- **6X Increase** in paperless enrollments **saving $70,000** in print and mail costs in first 6 months

- **Reduced truck rolls for shutoffs 42%** with targeted communications via Outbound Campaigns

- **Significant cost savings** with vastly improved automated pay-by-phone IVR solution

- **Mitigated impact of staff retirements** with a scalable SaaS solution that grows with changing customer preferences

About Youngstown Water Department

The Youngstown Water Department provides quality service and superior product to more than 142,000 residents. The City receives all of its water from the Mahoning Valley Sanitary District. The primary source of water supply is the Meander Creek Reservoir.

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.