

# Sacramento Suburban Water's Digital Transformation Increases Payment Efficiency and Customer Satisfaction

In year 1 with InvoiceCloud, Sacramento Suburban Water District achieved:



**149%**  
Increase in  
electronic  
payment  
adoption



**41%**  
Increase in  
paperless  
enrollment



**32 Hours**  
A month  
saved in  
staff  
payment  
workload



**\$13.5K**  
Saved in  
print & mail  
expenses

Sacramento Suburban Water District (SSWD), a publicly owned utility serving nearly 195,000 customers, was struggling with a legacy payment system that made it difficult for customers to pay online causing increased workload for staff. Their goal was to find a digital solution that provided a modern, user-friendly experience that would streamline workflows.

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

- Increased self-service adoption with a seamless, customer-centric experience
- Higher customer satisfaction with modern, convenient payment options
- Reduced mailing expenses with higher paperless enrollment
- Increased operational efficiencies freeing up staff time to focus on other priorities
- A real-time, seamless integration with their CIS

Source: Based on InvoiceCloud client data, and data collected by Sacramento Suburban Water District in 2024 and provided to InvoiceCloud.

"We have seen steadily decreasing call volumes and paperless billing adoption has spiked, allowing us to decrease our mailing expenses. Plus, with the time saved, we were able to shift resources to meaningful improvements and projects that we've never had time for in the past."



**Julie Nemitz**

Sacramento Suburban Water District  
Customer Services Manager

## The Challenge

Sacramento Suburban Water District's (SSWD) previous digital payment platform presented challenges in managing customer data causing a cumbersome payment process for customers and staff. These complexities resulted in a rise in customer inquiries, putting additional pressure on staff. Other challenges included:

- Growing frustration and low self-service due to a complicated payment process
- Rising volume of delinquent payments
- Inability to meet modern digital payment preferences
- Increased security risk with manual processing of customer payment information

## The Solution

SSWD needed a solution that seamlessly integrated with their CIS to deliver customers a modern, intuitive payment process. They wanted something that provided an engaging digital experience for making payments or enrolling in self-service options to automate manual processes, freeing up staff time for other priorities. They chose InvoiceCloud's payment solution as it provided everything they needed to:

- Grow self-service rates with a seamless, customer-centric payment experience across all devices
- Increase paperless enrollment to reduce print and mail costs
- Decrease CSR call volume with higher digital payment adoption
- Streamline payments and customer data management with a seamless integration to their CIS
- Reduce compliance liability by eliminating the need for staff to handle customer data

## The Results

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

- **Improved customer satisfaction** and **on-time payments** with a customer-focused experience
- **149% increase** in digital adoption and reduced call volume **saving staff 32 hours a month**
- Increased paperless adoption **saving \$13.5K** in print and mail costs
- Peace-of-mind with **improved security compliance** and secure, third-party solution handling sensitive customer data
- Dedicated support and customer marketing resources to ensure **long-term success**



### About Sacramento Suburban Water District

SSWD is a publicly owned water utility regulated by the State of California Department of Public Health and State Water Code laws. Their mission is to deliver a high quality, reliable supply of water and superior customer service at the lowest responsible water rate.

### 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**®