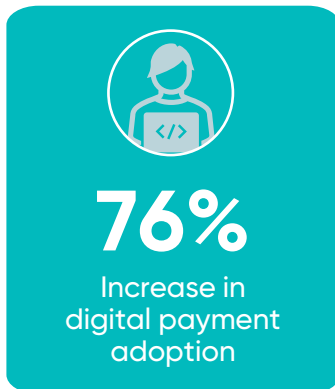


New Hanover County Increases Digital Engagement and Collections Efficiencies with User-Friendly Payment Solution

In the first year with InvoiceCloud, New Hanover County achieved:



The New Hanover County Tax Office, supporting a population of 235,000, sought to modernize its digital billing and payment system with a user-friendly solution that would enhance digital engagement and streamline payments.

After switching to the modern, customer-friendly experience provided by InvoiceCloud's digital engagement and payment solution, New Hanover County has seen several benefits, including:

- Improved digital adoption and customer satisfaction with a frictionless payment experience
- Decreased lobby traffic and phone calls with engaging, intuitive payment options
- Increased on-time payments with customized payment reminders
- Reduced time spent on manual payment tasks to focus on critical functions
- A fully supported, straightforward integration with their core CIS

Source: Based on InvoiceCloud client data, and data collected by the New Hanover County in 2024 and provided to InvoiceCloud.

"We wanted to drive taxpayer engagement through digital payments, helping us alleviate the volume of calls and walk-ins to address payment issues. InvoiceCloud provided exactly what we wanted, including modern payment options that empower self-service to help save time and resources to focus on other top needs"



NEW HANOVER COUNTY
The Model of Good Governance

Trina Baxley

New Hanover County
Collections Supervisor

The Challenge

New Hanover County was struggling with an outdated payment platform that lacked the functionality needed to provide frictionless payments. The inability to pay tax bills without account login credentials created an influx of calls and walk-ins, draining staff resources. Other challenges included:

- Labor-intensive collections process increasing manual workload
- Growing frustration from the lack of self-service functionality
- Low digital adoption because of a cumbersome payment experience
- Increased CSR workload due to delay in balance updates posting
- Rising print & mail costs from high volume of paper check payments

The Results

After a straightforward integration with InvoiceCloud's team of experts, New Hanover County began to see the benefits of their customer-centric digital engagement and payment system, including:

- **Increased digital adoption 76%** with modern, unified payment experience across all devices
- **Saved 24 hours a month** and reduced costs digitizing checks through Online Bank Direct
- **Decreased walk-in payments 46%** via higher self-service rates and guest payment options
- **Flattened collection cycles** by seamlessly adapting to taxpayer preferences with a true SaaS solution
- **Successfully launched and promoted digital payments** using InvoiceCloud's customer marketing resources

The Solution

New Hanover County wanted a best-in-breed solution that mirrored modern digital payment experiences while eliminating tax collection challenges. The goal was to increase digital adoption and self-service rates with an engaging taxpayer experience. Doing so would automate manual processes, freeing up staff time to focus on other needs. They chose InvoiceCloud's platform as it provided everything needed to:

- Deliver convenient, user-friendly payments for a better taxpayer experience and increased self-service
- Higher customer satisfaction with personalized reminders and non-registered user payment functionality
- Accelerate reconciliations and reduce costs with Online Bank Direct
- Streamline payments with the ability to collect multiple county payment types in one platform
- Simplify payments with a seamless integration to their current CIS, including real-time balances



About the New Hanover County Tax Department

The Tax Department is responsible for obtaining, developing, analyzing, and maintaining records necessary for the appraisal, assessment, billing, collection, and listing of taxes associated with real and personal property within the jurisdiction of the county and municipalities according to the state of North Carolina General Statutes.

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®