InvoiceCloud®

Arlington Saves $900K a Year by Improving Customer Experience and Increasing Self-Service

The City of Arlington saw:

$900K
Annual savings with convenience fee model

60%
Decrease in payment calls

$30K
Annual print savings

27%
Decrease in walk-in payments

35%
Increase in paperless enrollment

Increasing water rates were becoming a major issue for Arlington Water Utilities customers. To combat these rate hikes, Arlington needed to find a creative way to increase revenue and decrease costs without raising rates. The utility faced a number of billing challenges, including soaring credit card processing fees, rising print and mail costs, and increased calls and walk-ins.

After switching to InvoiceCloud, Arlington has seen several benefits, including:

- Substantial savings on credit card processing fees
- Increased self-service and paperless adoption
- Higher customer satisfaction
- Reduced staff workloads and manual labor
- Decreased print and mail costs

"We feared a major reduction in digital payments due to implementing a convenience fee. We were pleased to see, despite adding the fee, with the InvoiceCloud platform, we reached our previous adoption levels in less than three months and continue to see growth in adoption well above previous levels."

ARLINGTON™
THE AMERICAN DREAM CITY

Matt Peters
City of Arlington,
Water Utilities Department

The Challenge

Rising operational costs and increasing rates were causing several challenges for both Arlington and its water utilities customers. The organization needed a digital payment platform that would decrease costs and increase operational efficiency. Other challenges included:

- High credit card processing fees paid by the city led to rate increases

- Lack of self-service functionality increased call volume, call abandonment, and in person visits

- High costs associated with printing and mailing paper bills

- Effectively moving from an absorbed fee to a convenience fee model

The Solution

Arlington needed an electronic bill presentment and payment (EBPP) platform that would help them overcome collections obstacles to more effectively achieve business goals to maintain stable rates. They chose InvoiceCloud as it provided everything they needed to:

- Enable a better user experience to drive more digital payments

- Increase self-service adoption to reduce calls and walk-ins

- Increase customer notifications to reduce late payments

- Stabilize rates by implementing a convenience fee model for credit card payments

- Simplify paperless enrollment to decrease print and mail costs

The Results

Since implementing InvoiceCloud, Arlington Water Utilities has realized significant benefits, including:

- **Increased self-service and higher customer satisfaction** due to an enhanced user experience and simplified payment process

- **Significant cost savings** with a convenience fee model that payers were agreeable to due to a superior platform that delivered on user needs

- **Improved efficiencies** that enable staff to shift focus to higher priority items

- **Lower print and mail costs** due to higher paperless adoption

- **Greater Engagement** through a seamless integration with their customer self-service portal

About The City of Arlington

Arlington is located in Texas and prides itself as "The American Dream City."
Its Water Utilities Department serves a population of nearly 400,000, and processes payments for more than 100,000 active water accounts.

About InvoiceCloud

InvoiceCloud® provides trusted, secure e-payments and the highest adopting Electronic Bill Presentment and Payment solutions. To learn more, visit invoicecloud.com

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