

Case Study

Audrain County Streamlined Operations with a Customer-Centric Digital Solution

THE CHALLENGE

Audrain County faced significant challenges in improving its payment systems for taxpayers. The county needed a solution to provide a more robust and user-friendly experience, including a variety of updated payment options. The existing platform lacked customer self-service capabilities, leading to a high volume of phone inquiries. Staff members were frequently receiving calls from residents asking how to locate their bills and make payments online. Concerns about the performance of the existing system also meant staff spent more time handling these calls rather than focusing on other tasks. Additionally, the county aimed to increase online payment adoption, reduce in-person payments, and address issues with delinquent bills.

THE SOLUTION

Audrain County selected InvoiceCloud for its scalable, SaaS-based platform designed to enhance customer engagement and online payment adoption. InvoiceCloud provided an array of updated payment options, including PayPal and Venmo, making it easier for residents to pay their bills online. The platform empowered residents with self-service capabilities, significantly reducing the need for staff involvement in routine payment inquiries.

InvoiceCloud also supported the county with marketing resources that helped increase online adoption, reduce delinquency, and improve overall payment collection efforts. By leveraging these resources, Audrain County successfully encouraged taxpayers to transition to online payments, leading to a smoother, more efficient process for both residents and county staff.

"InvoiceCloud has made bill payments a breeze with Text to Pay and various online options like card, e check, Venmo, Apple Pay, and Google Pay. The InvoiceCloud support is excellent, and automatic payments are easy to set up. Email and text notifications keep our office on track, especially during tax season."



Amy LeCount
Audrain County
Collector of Revenue

THE RESULTS

Within just one year,
Audrain County achieved:

17%



increase in electronic
payment adoption

63%

increase in overall
payment volume



Significantly
increased staff
efficiencies with
fewer in-person
payments

ABOUT AUDRAIN COUNTY

Audrain County is a county located in the central part of the U.S. state of Missouri and has a population of just over 25,000.

Based on InvoiceCloud client data, and data collected by Audrain County in 2025 and provided to InvoiceCloud.