

Mount Pleasant Waterworks Saves 15 Hours a Week with Engaging, Customer-Centric Digital Payment Solution

With InvoiceCloud, Mount Pleasant Waterworks has achieved*:

72%



Electronic payment adoption

46%



Paperless enrollment

44%



AutoPay enrollment

15 Hours



A week saved in payment-related workload

20%



Decrease in shutoff notifications

Mount Pleasant Waterworks (MPW), a water and wastewater utility serving a population of 95,000, was burdened with an antiquated online payment system that was difficult to navigate and caused a cumbersome payment process. These limitations resulted in a frustrating experience for their customers and increased workloads for staff.

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

- Increased self-service adoption with a seamless, customer-centric payment experience
- Higher customer satisfaction with engaging, convenient payment options
- Decreased late payments due to intelligent reminders and personalized communications
- Improved operational efficiencies freeing up staff time for other high priority projects
- A real-time integration with their core software systems

*Source: Based on InvoiceCloud client data, and data collected by Mount Pleasant Waterworks in 2023 and provided to InvoiceCloud.

"InvoiceCloud's user-friendly solution improved customer engagement, making payments more convenient. As a result, we've seen a rise in digital adoption and self-service rates enabling us to scale back lobby hours, and focus on other priorities like our low-income Customer Care program."



Kelly Rourk,

Mount Pleasant Waterworks,
Customer Service Process and
Data Analyst

The Challenge

Mount Pleasant Waterworks' outdated digital payment system was difficult to use and provided limited payment options, causing a poor experience for customers. Additionally, numerous payment barriers coupled with little-to-no ability to engage customers delayed collections and increased workloads. Other challenges for MPW included:

- Labor-intensive backend processes draining staff resources
- Complicated collections process increasing past-due bills
- Growing customer frustration from the difficult user experience
- Decreased customer satisfaction with the inability to meet payment preferences

The Results

After a straightforward integration and smooth go-live with the InvoiceCloud team, MPW began to see the benefits of their customer-centric digital engagement and payment system, including:

- **Improved processing efficiencies**, saving staff 15 hours a week in tasks like reconciliations and return notifications
- **Increased digital adoption** with a unified payment experience to pay anytime, anywhere
- **Reduced print and mail costs** with a boost in AutoPay and paperless enrollment
- **Increased self-service** to support the growing population without having to increase customer service staff
- **Seamlessly adapted** to COVID payment trends with a true-SaaS solution that easily scaled to meet changing customer preferences



About Mount Pleasant Waterworks

Mount Pleasant Water is a water and wastewater utility with more than 150 employees, serving a population of approximately 95,000 in the beautiful coastal locale of Mount Pleasant, South Carolina.

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.

The Solution

MPW needed a solution that would increase customer satisfaction through engaging customer experiences to make paying easy. The objective was to decrease friction when making payments or enrolling in self-service options, to increase cost-saving behaviors and free up staff time to work on more impactful projects. They chose InvoiceCloud as their platform offered everything they needed and more to:

- Deliver frictionless payments for a better user experience and increased self-service
- Improve customer satisfaction with a seamless experience across all payment channels
- Reduce late payments with personalized reminders and intuitive payment options like text-to-pay and scheduled payments
- Seamlessly integrate with their CIS and customer self-service portal