

# North Huntingdon Transforms Payment Ecosystem with Frictionless, Customer-Centric Digital Solution

In year 1 with InvoiceCloud, North Huntingdon Township Municipal Authority achieved:

58%



Increase in electronic payment adoption

123%



Increase in paperless enrollment

136%



Increase in AutoPay enrollment

29%



Reduction in late payments to date

63%



Decrease in mailed-in payments to date

North Huntingdon Township Municipal Authority, a sanitary sewer service provider, was content with their old payment system until they discovered it was limited in promoting digital payments and falling short of customer expectations. Upon learning that customers wanted a more user-friendly, digital payment experience, North Huntingdon decided to explore new options.

After discovering InvoiceCloud and switching to the frictionless user experience of their digital engagement and payment solution, North Huntingdon has seen several benefits, including:

- Increased self-service adoption with a customer-centric payment experience
- Higher customer satisfaction with modern, convenient payment options
- Decreased print and mail costs with higher paperless enrollment
- Improved operational efficiencies giving staff more time to focus on other priorities
- A real-time, seamless integration with their core billing software

Source: Based on InvoiceCloud client data, and data collected by North Huntingdon Township Municipal Authority in 2023 and provided to InvoiceCloud.

“We liked our old payment system until we learned about InvoiceCloud. With InvoiceCloud we were able to adapt to customer expectations for digital payments, while improving collections efficiencies. Now, we have time back in the day to focus on other tasks, like scanning files to reduce storage.”



**Christy J. Stewart,**  
North Huntingdon Township  
Municipal Authority,  
Finance Director

## The Challenge

North Huntingdon's previous digital payment system lacked the modern-day functionality customers desired, creating a flawed user experience that increased friction in the payment process. Furthermore, they learned that their digital limitations increased manual payments, along with staff workload. Other challenges included:

- Labor-intensive collections process draining staff resources
- Growing customer demand to meet digital payment preferences
- Rising operational costs from volume of mailed and late payments
- Decreased customer satisfaction with the inability to pay or view bills 24/7

## The Results

After a straightforward implementation with the InvoiceCloud team, North Huntingdon immediately began to see the benefits of their user-friendly, digital engagement and payment solution, including:

- **Increased customer satisfaction** with user-friendly experience that adapts to evolving payment preferences
- **Reduced print and mail costs** with a boost in AutoPay and paperless enrollment
- Improved efficiencies and alleviated security burden by migrating ACH payments to InvoiceCloud, **saving staff 10 hours a month**
- **Decreased walk-in traffic 75% and late payments 29%** with higher digital adoption and self-service rates

## The Solution

Upon realizing a change was needed, North Huntingdon was delighted to find a solution that seamlessly integrated with their core CIS to provide an engaging, customer-centric experience to make paying easy. Providing a frictionless digital experience when making payments or enrolling in self-service options would automate manual processes, freeing up staff time to focus on more impactful projects. They chose InvoiceCloud as their platform provided everything they needed and more to:

- Remove payment friction for a more user-friendly experience and increased self-service
- Deliver on customer expectations with a unified, customer-focused experience across all payment channels
- Reduce payment delinquencies with intuitive options like AutoPay, scheduled payments, and intelligent reminders
- Improve staff efficiencies with Online Bank Direct auto-match technology for easier reconciliations
- Simplify payments with a seamless SSO from to their core billing software portal



**NHTMA**  
North Huntingdon Township Municipal Authority

### About North Huntingdon Township Municipal Authority

North Huntingdon provides sanitary sewer service to over 12,577 customers in North Huntingdon Township, PA and small portions of its bordering communities. The system includes 290 miles of collection sewers, 14 pump stations, and the Youghiogheny Treatment Plant facility.

### 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.

**InvoiceCloud**®