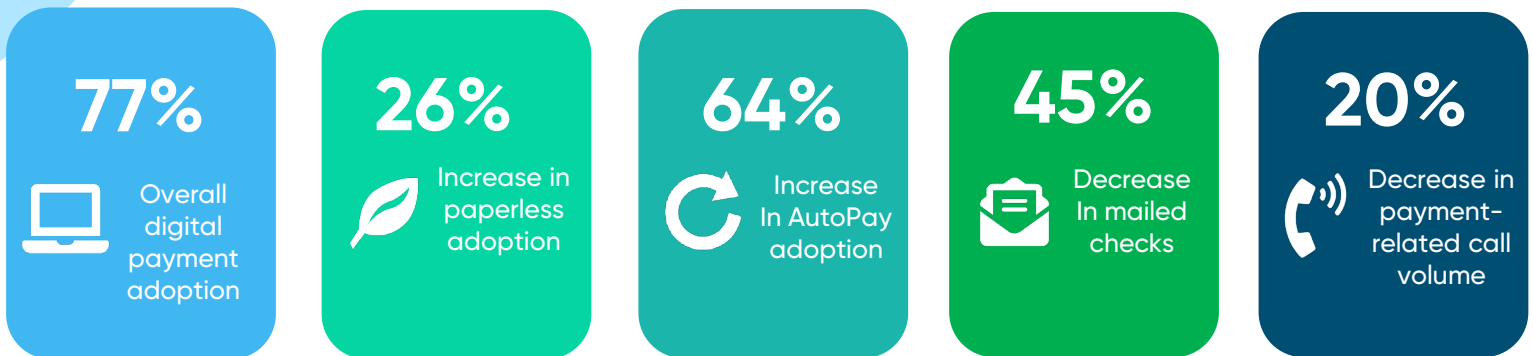**InvoiceCloud®**   **CASE STUDY**

The Villages Maximizes Staff Efficiencies with a Frictionless, Customer-Friendly Digital Payment Solution

In the first year with InvoiceCloud, The Villages achieved:

77% Overall digital payment adoption

26% Increase in paperless adoption

64% Increase In AutoPay adoption

45% Decrease In mailed checks

20% Decrease in payment-related call volume

The Villages Community Development Districts Utility Billing Department, serving a 55-plus retirement community of more than 142,000 residents, was overwhelmed with an increasing volume of manual payment-related workload. Their goal was to digitize payments with a user-friendly solution that would drive meaningful digital engagement to streamline payments.

After switching to the frictionless user experience of InvoiceCloud's digital engagement and payment solution, The Villages achieved several benefits, including:

- Increased digital adoption with an intuitive, customer-friendly payment experience
- Reallocated staff resources to other areas of need with increased self-service rates
- Higher customer satisfaction with intelligent communications
- Reduced print and mail costs with higher paperless adoption
- A fully supported, seamless integration with their core CIS

Source: Based on InvoiceCloud client data, and data collected by The Villages in 2022, 2023 and provided to InvoiceCloud.

> "We wanted to make paying easier for residents, while reducing the volume of manual payments our staff was dealing with. With InvoiceCloud we got what we needed, a customer-friendly solution that streamlined payments and freed up staff resources for other projects."

The Villages®
Community Development Districts

Brandi Ricker,
The Villages,
Utility Billing and
Collections Manager

▲ The Challenge

The Villages Community Development Districts' previous payment solution lacked the intuitive functionality needed to increase digital adoption among residents and reduce manual payment workload. As a result, staff were inundated with processing paperwork and supporting payment inquiries. Other challenges included:

- Payment barriers restricting self-service capabilities

- Limited payment functionality causing friction in the user experience

- Increased calls draining staff resources

- Labor-intensive ACH AutoPay process that took nearly 200 FTE hours a month to manage

- Inconsistent vendor support with their previous payment solution

💡 The Solution

The Villages wanted a solution that alleviated manual workload by providing a straightforward, user-friendly digital payment process that would encourage residents to pay online. The goal was to increase digital adoption and self-service rates with an engaging, easy-to-use payment experience. Doing so would automate manual processes, freeing up staff time to focus on more critical needs. They chose InvoiceCloud as it provided everything they needed to:

- Decrease call volume and simplify digital adoption with a customer-centric payment experience

- Improved staff efficiencies and security compliance by migrating ACH AutoPay payments to InvoiceCloud

- Adapt to customer preferences by providing the highest level of payment security, text-to-pay, and payment reminders

- Streamline payments with a seamless integration to their core CIS

- Successfully launch and promote digital payments with InvoiceCloud's customer marketing resources

💎 The Results

After a fully supported and coordinated implementation with the InvoiceCloud team, The Villages began to see the benefits of their customer-centric, digital engagement and payment solution, including:

- **Increased digital adoption 77%** with a unified payment experience to securely pay anytime, anywhere

- **Improved payment efficiencies with 64% AutoPay growth,** enabling them to reallocate two full-time employees to higher priority needs

- Saved on print and mail costs with a **45% decrease in mailed payments**

- **20% decrease in call volume** with payment functionality that seamlessly adapts to the needs of all resident's payment preferences

- **Streamlined communication** of mass messages to residents with completely automated voice communications (IVR)

About The Villages Community Development Districts

The Villages, a 55-plus master-planned community located in the heart of Florida, was the fastest-growing U.S. metro area between 2010 and 2020 at 39% growth, according to the U.S. Census Bureau. Its Utility Billing Department manages the billing and payment collections for the water services provided to this community.

The Villages®
Community Development Districts

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®