Case Study

City of Clearwater Transforms the Payment Experience with a Frictionless Digital Payment Solution to Save 43 Hours a Week



THE CHALLENGE

The City of Clearwater Utility Customer Service Division, supporting 7 local utilities for 64,000 accounts, sought to resolve digital payment challenges that led to increased customer service calls along with growing workload for staff.

THE SOLUTION

After switching to the frictionless, customer-centric experience provided by InvoiceCloud's digital engagement and payment solution, Clearwater has seen several benefits, including:

- Increased self-service and digital adoption with user-friendly payment experience
- Decreased print and mail costs with higher paperless enrollment
- Faster, more accurate payment data with a real-time integration to their core CIS
- Automatic updates to meet evolving customer needs

"We got exactly what we needed – a user-friendly solution that provided a seamless customer experience. Our staff is thrilled with the reduction in calls and time saved to focus on other customer needs."

CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

Nemanja Kuzmanovic
City of Clearwater
Customer Service Administrator

ABOUT THE CITY OF CLEARWATER

The City of Clearwater Utility Customer Service Division provides high-quality water, wastewater, and reclaimed water services to a population of approximately 115,000 residents in Florida.

THE RESULTS

In the first year, City of Clearwater achieved:

82% increase in electronic payment adoption

31% increase in paperless enrollment

206% increase in AutoPay enrollment

43hrs a week saved in payment-related workload

$42k saved in print and mail costs

Based on InvoiceCloud client data, and data collected by City of Clearwater in 2023 and provided to InvoiceCloud.

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