InvoiceCloud® **CASE STUDY**

Hagerstown Conserves Resources Migrating ACH Drafts, While Reducing Shutoffs with an Engaging Digital Payment Experience

In the first year, the City of Hagerstown achieved:

59% Increase in electronic payment adoption

102% Increase in paperless enrollment

117% Increase in AutoPay enrollment

25% Decrease In shutoffs

20 Hours A month saved in payment-related workload

The City of Hagerstown was struggling with a cumbersome digital billing and payment platform provided by its core CIS. The problematic system frustrated customers resulting in a poor payment experience, while causing several collections issues that increased manual workload for staff.

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

- Increased self-service adoption with engaging, convenient digital payment options
- Higher customer satisfaction with a seamless, unified payment experience across tax and utility payments
- Decreased shutoffs with intelligent reminders and increased AutoPay sign-ups
- Forgoing a CIS switch with the efficiencies gained from resolving ongoing payment issues
- A fully supported, straightforward integration with their core CIS

Source: Based on InvoiceCloud client data, and data collected by the City of Hagerstown in 2023 and provided to InvoiceCloud.

"Our goal was to make payments less of a headache, while cutting back on the time we were spending on calls to resolve payment issues. With InvoiceCloud we were able to achieve both, plus converting our ACH payments to InvoiceCloud was a huge time-saver, giving us time back in the day to focus on more strategic needs."

Beth Everhart
City of Hagerstown
Support Services Manager

The Challenge

The City of Hagerstown's inferior payment system offered little flexibility and was unable to meet customer demands. The inability to link accounts or use a shopping cart meant customers had to pay each bill individually, or worse, drain staff resources by calling in to have CSRs make each payment for them. Other challenges, included:

- Labor-intensive collections process increasing manual workload

- Increased delinquencies and shutoffs from payment barriers causing users to abandon the checkout process

- Growing frustrations from a clunky user experience

- Decreased customer satisfaction with the inability to meet payment preferences

The Solution

Hagerstown needed a solution that provided a modern, engaging customer experience for a user-friendly payment process. The goal was to remove payment friction while simplifying enrollment in resource-saving options to increase on-time payments and automate manual processes. They even explored switching their CIS to accommodate a more customer-friendly payment experience. They chose InvoiceCloud as the platform offered everything they needed and more to:

- Deliver frictionless payments for a better user experience and increased self-service

- Increase customer satisfaction with intuitive payment options like pay-by-text, AutoPay, and scheduled reminders

- Save a considerable number of resources by innovating the payment experience without switching their CIS

- Decrease manual workload and increase paperless savings by migrating ACH payments to InvoiceCloud

- Simplify payments with a seamless integration to their current CIS

The Results

After a straightforward integration with the InvoiceCloud's team of experts, Hagerstown began to see the benefits of their customer-centric digital engagement and payment system, including:

- **Improved staff efficiencies and morale** with faster resolution times and fewer complaints

- **Lowered print and mail costs** with a boost in AutoPay and paperless enrollment

- **Decreased lobby traffic and call volumes** with growing self-service and digital adoption rates

- Disrupted the cycle of late payments with an AutoPay incentive program **reducing shutoffs by 25%**

- **Achieved higher ROI** with ACH AutoPay migration to InvoiceCloud streamlining collections, saving significant time and money

About the City of Hagerstown

The City of Hagerstown Customer & Support Services supports a population of over 44,000 and is responsible for billing and collecting all tax accounts and the collection of utility and various payments submitted to the City.

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®