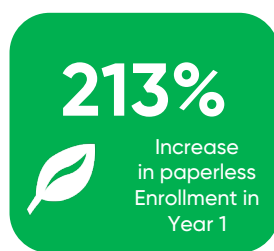


Roseville Achieves Highest Customer Satisfaction Scores and 80% reduction in Lockbox payments with Frictionless Payments Solution

City of Roseville has Achieved:



The City of Roseville implemented a new Customer Information System (CIS) and was in search of a digital payment solution that could seamlessly integrate with its customer self-service portal. High payment volumes along with limited self-service options created increased costs and call center activity for the city.

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

- Decreased manual collections with increased self-service
- Fewer payment calls and walk-in traffic with increased electronic adoption and pay-by-text enrollment
- Reduced print and mail costs and moved lockbox in-house with increased paperless enrollment
- Seamless support of a growing population despite a decrease in CSR staff
- Higher customer satisfaction rates with a true SaaS solution that adapts to customer preferences

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

96% Satisfaction

"Since implementing the InvoiceCloud platform, we've received our highest customer satisfaction scores ever. The payment experience is so user-friendly that our digital adoption surged, delivering significant cost savings."



Andrea Blomquist

City of Roseville, California
Utility Billing Services Manager

The Challenge

The city of Roseville's population continued to grow, creating a high volume of utility bills. Couple that with a burdensome payment experience, and Roseville encountered a spike in payment-related workload and increasing operational costs. As a result, they struggled with:

- Payment barriers causing lower online adoption and customer satisfaction rates
- Lack of self-service functionality increasing call volume for CSRs and wait times
- Limited customer communication tools causing prolonged payment cycles
- High costs associated with printing and mailing paper bills and outsourced lockbox service
- Growing customer frustration from a challenging payment experience

The Solution

Roseville needed a digital engagement and payment solution that could decrease friction when making payments or enrolling in self-service options. The goal was to increase customer satisfaction and decrease growing workload by automating manual processes. Additionally, they needed a partner with a history of successful integrations to help them quickly implement their new CIS solution. They chose InvoiceCloud as it provided everything they needed to:

- Deliver frictionless payments for a better user experience and increased digital collections
- Increase customer self-service to reduce calls and walk-in traffic
- Improve customer engagement and on-time payments with intelligent communications
- Reduce paper check costs and move lockbox service in-house
- Seamlessly integrate with their new CIS and customer self-service portal

The Results

After a smooth integration with InvoiceCloud and their new CIS, Roseville began to see the benefits of their customer-centric, streamlined digital engagement and payment solution, including:

- **96% customer satisfaction rate** with a purpose-built platform that drives stellar payment experiences
- **Reduced costs**, including significant reduction in lockbox payments, with 70% e-payment adoption
- **Reallocating staff time** to other areas of need with 80% decrease in walk in traffic
- **Increased operational efficiencies** enabled uninterrupted support of 10% population growth amid 20% reduction in CSR staff
- **Effortlessly adapting** to evolving customer payment preferences with a true SaaS solution



About The City of Roseville

The city of Roseville is in California and is the largest city in Placer County with a population of 140,000. Its community-owned utility office processes payments for more than 70,000 electric, water, waste water, and solid waste customers.

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®